AMERICA'S WEEKLY

FOR RADIO LISTENERS

Radio Guide

TELLS WHAT'S ON THE AIR - ANY TIME - DAY OR NIGHT





Vol. III. No. 45

Week Ending September 1, 1934

Horth Attacts (1)

In This Issue:

"COMEDIAN'S HOLIDAY": ONE GOOD JOKE on JACK PEARL

MY TWO-SCORE
CHILDREN BY
MILTON CROSS

HEAVY VOTE IN POLL FOR 1934 RADIO QUEEN

PROCRAMS START ON PAGE 12



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The Voice of the Listener

Keel Be Humming Black

My favorite comedian is now off the air



as Senator Fishface. I don't like the Senatot as well as Roy At-well because the Senator is too monotonous.

Don't you think so,

There is only one grouch I have against radio peograms. I do not like electrically trans-

Robert Osting cribed programs which have been creeping in rather numerously of late. One does not get the same thrill when listen-ing to a favorite movie star this way as he does when the star is speaking or singing to him directly through a microphone. Robert Osting

The Ardent Elmira

Dear VOL: Elmira, N. Y.
Like "J. Wasso, Jr." I wish to ask why good
space is taken up with such stuff as "the year
2034"? Just what good will knowledge of what is to be a hundred years from now do us? want to know what is going on now. The fea-ture "Calling All Cars" has its place as it is about radio, but "Signposts of Success," "Open Door to Beauty" and "Radio Road to Health" I see ne place for in a RADIO GUIDE.

So sorry that Arthur Pendleton thinks all the decent talent comes from New York. I wonder what his mind is like to think only the fit-to-hear talent is in N. Y. I enjoy a lot from Chi-cago and California and I find them very decent and fit to listen to.

Now, for Samuel Soloman who calls your read-ers "wise guys." It's too bad he and a few more like him did not save their talk and send in their votes as the rest of us "wise guys" did. I enjoy the "Boston Symphony" but I also enjoy Wayne King, Ben Bernie and "Myrt and Marge" and "Dangerous Paradise."

May Leonard

Old Spanish Custom

Madisonville, Kentucky Why is it that some orchestra leaders try to take tangoes out of North American music like

make tangoes out of North American music like Old Black Joe, etc., when there are plenty of good Spanish rhumbas to play?

In a recent letter in "The Voice of the Listener" Helen A. Leiner said Jan Garber's orchestra was a poor initation of Lombardo's, I can't see where she gets that idea because I don't think they sound alike in any way.

Here's hoping your detective thrillers will soon be replaced by something more worthwhile.

David Dunning, Jr.

Just Summer Complaint

Dear VOL: Selfersville, Pa.
I want to second the motion of Everett Willetts. Why complain if you don't like this or
that? I'm sure there is enough of everything on the radio to satisfy

sveryone.

I can't explain to myself why I like Guy Lombardo and do not like Wayne King, or why I like popular music and do not like

I guess it's a matter of taste but why tell a Bob Napler you don't like it, skip
Why offend other listeners? They are entitled

to their own opinions.

It would be a funny world if we all liked the

Bob Napier same thing.

This department is solely for the use of the readers as a place in which to voice opinions and exchange views about radio. Address your letters to VOL editor, 423 Plymouth Court, Chicago, Ill. You are urged to send in your photograph when writing but failure to include a picture will not bar your letter. RADIO GUIDE assumes no responsibility for returning your photograph.

Totten Em Up

What...No Television?

W hat is holding back television? This question is being asked every day, and still the man in the street does not

know the answer. People do not know that today—right now—television is technically perfect. What, then, is keeping it out

vision to the people of the United States—and with times so hard as they are, the radio industry does not know where to find those hundreds of millions of dollars.

Alfred J. McCosker, president of the National Association of Broadcasters, is quoted in "Variety" as saying that \$368,000,000 is needed to get television going. He estimates that eighty transmitting stations, at a cost of \$40,000,000.

would be necessary. In addition, the public would be required

to purchase seven hundred thousand sets. This item alone represents approximately \$210,000,000, or \$300 an instru-

a large-sized order at this time, despite the perfection of tele-

whenever that may be-other obstacles still may stand in the way of television. For instance-what attitude will be taken

by the newspapers of the country? Present indications are that when television does come, it will be supported by advertisers.

country will not welcome another big competitor for the money

when radio adds television it will appeal to the eye as well as to the ear. It will then be able to do some things which today

the press alone is able to do. More than that, it will be a particularly severe competitor of the press, because it will appeal to two senses, while the newspaper can appeal to only one.

and the infant industry is not anxious to disturb or endanger

The newspapers have been very friendly towards radio,

Then, there is the tidy little sum of \$58,000,000 for the production of television programs for a year. It seems like

But even when all this money does become available-

This will mean that television will compete with newspapers for advertising revenue-and the powerful press of this

Newspaper publishers have come to accept radio as a supplementary advertising service. There is no direct competition between newspapers and radio, in the sense that the newspaper appeals to the eye, while radio's appeal is to the ear. But

the market, the market is not yet ready for television.

The truth is, that while television is technically ready for

It would cost several hundred million dollars to give tele-

Dear VOL:

When I read letters in this valuable space conceraing the merits of Pat Flanagan and Bob Elson I have to laugh. Any real baseball fan realizes that Chicago has only one efficient baseball announcer-Hal Totten. The next best is Johnny

Unfortunately, Totten is off the air on Sunday and doesn't handle the Cub road games. In that case it is a toss up between Elson and Flanagan. Pat's ignorance of the technical side of the game is astounding, considering his many years of service in the radio box. Both men are careless

vision projection.

that advertisers spend.

that friendship.

or sponsors, the way radio is today,

about making sure whether the play in question is a hir or an error. This makes it impossible to score the games correctly. Elson often gives his commercial "plug" when something of imporhis commercial "plug" when scorething of impor-tance in transpiring on the field. I would suggest that Elson be a little more informal and editor-ialize more. And, if I may be so held, I would suggest that Pat abandon his nerve-wracking shout and be just a bit more impartial.

As for all around excellence there is no one in the field to compare with Hal Totten, the most

natural and well informed of them all.
Richard C. Murray

Listener Accord

I thoroughly agree with the letter of Robert Garvay in which he states that there should be more announcers such as Decass Taylor, and more time devoted in

with Spencer Dean and Dan Cassidy.

Also put the good old timers (Lum and Abner) on more sta-tions, and at an earlier And for Pete's sake

And for Pete's sake don't stop publishing your radio ctime mys-teries, or you'll be missing quite a few newsstand subscribers here in this community.



Bennie Kalouner

And the Poor Get-Music

As long as we centinue to hear broadcasts of the best musical organizations in the country, I shall continue to know that music is not for the idle rich. It is for everybody. If at the turn of a dial we continue to hear and appreciate the most glorious music ever conceived, we are just

that much richer.

But how about RADIO GUIDE co-operating with both CBS and NBC in headlining this type of broadcast? Both chains are bradlining and increosing this type through popular demand, Why not enlarge Carleton Smith's column, climinate the trashier ones and put in their stead pictures and articles of real artists? Grete Stucckgold, Rosa Ponselle and Nino Martini would make fine cover pictures. Come to think of it, Madame Schumann-Heink would also make another line one. She is heautiful in the truest sense of the word. sense of the word.

Through the opera broadcasts, all these singers conse into being as radio stars. Alexander West

She's Just Cimarron

I wonder where some of the "would be advisers if they could be advisers" of music, get nerve

if they could be advisers" of music, get nerve enough to voice such ignorance as some of them do in your column. I have lived in the east and in the west for 34 years. I learned early in life to enjoy the good in all things.

I am a lover of music of all kinds and think all kinds should have their place on the radio, just as I feel I should have different dishes served on my table. I hope my mind never gets so stale that it can hold but one phase of amything.

I feel Charles B.'s criticism that only women enjoy Johany Marvin puts women on a little higher plane and removes him to the ash dump. I have never tired of Johnny Marvin. Why do some folks feel that what they do not like should be removed from the air? Grace Robinson

Orchid and Rose in Stock

Dear VOL: Bronx, New York, N. Y.
May I be the first to congratulate RADIO
GUIDE for publishing the Name-the-Stars contest which has now come to a close after fifteen

weeks that were both joyous and interesting? I have been a RADIO GUIDE reader for the

past year and like your Voice of the Listener and Along the Airialto columns best. Let's have more contests as

have more in the post.

May your Jingle contest be just as popular and interesting as the "Name-the-Stars" was.

I am sure that the average persons like to try their skill at contests and even if you do not win you have the diversion of studying the problem at hand. And it adds to the general enjoyment of radio.

Al Rosenstock

Then, last but not least, is the audience itself. No one is quite sure how the listener will take to television entertainment in the home. Some interesting experiments have been conducted; they raise the serious question: "Can television hold its audience?" The atmosphere of the home is so unlike that of a theater or movie house that people do not want to give more than about half an hour of their undivided attention to a television screen. Television may follow the sad experience of home-projected motion-pictures into oblivion. So radio and radio executives have a multi-angled problem on their hands, that requires a lot of solving before television is launched.



Jack Pearl registering the emotion he felt when he said good by to his wife and to George Burns and Gracie Allen immediately before they sailed for Europe

pale summer moon cast its eerie reflection on the sleeping form of Jack Pearl, whose bed had been shifted over to the window's edge in an effort to capture any vagrant breeze that might stir. All was peaceful and serene. The only noises which broke the stillness of the night were the Baron's gentle snores and the ticking of an alarm clock.

The telephone jangled noisily. Jack stirred but did not waken He had had a hard day. The tinkling persisted—and he sat up in bed. One glance at the clock as he rubbed his eyes, showed that it was 4:30 a, m. He swore softly. "A devil of a time to call a person!" he grumbled. "Wait 'till I tell that bird a thing or two."

or two."

Grasping the telephone violently, he lifted the receiver. "Hello!" he called, wide awake now. "Say, what's the idea of calling a guy—"

"Hello, Jack!" came the voice from the other end of the wire. "Don't tell me you're sore 'cause I think enough of you to call."

"Gracie!" exclaimed the aroused Baron. It was Gracie Allen. "Why—how—Say, am I going nuts? I thought I saw you and George and Winnie off on the Rex last night!"

"Sure you did." reassured Gracie. "We're still aboard."

the Rex last night!"

"Sure you did." reassured Gracie. "We're still aboard the Rex. This is a ship-to-shore call."

The Baron's voice shook with emotion. That's what he would term a real friend! "Gee, that's swell of you, Gracie. But these calls must cost a pile of dough. Really, you shouldn't spend your money so foolishly."

"Oh. that's all-right, Jack. This call isn't costing me a penny. You're paying for it. I'm charging it to Winnie!"

The Baron gulout. "Some a limb."

Winnie!"
The Baron gulped. "Some pall" he stormed then.
"First you steal my wife and then you make me pay
for a call like this. Put Winnie on immediately. As long
as I'm paying the bill I want to speak to my wife."
Gracie's voice came floating over the wire. "But
you can't speak to Winnie, Jack."
"Whad dya mean, I can't speak to Winnie?"
"Well, there's an Eye-talian mathematician on
board and—"
"An Italian mathematician! What's that?"

"An Italian mathematician! What's that?"
"Jack, you're so dumb at times. Let's see what else do they call them—Oh yes, a count—an Eye-talian

count."
"But what's that got to do with Winnie?" queried

the puzzled Baron.

I hate to tell you, Jack," responded Gracie, "but she's up on the deck watching the moon with the count. He's fallen desperately in love with her, and you're liable to be presented with a quick and easy divorce soon. Well, I know you're happy that I called. So long!"

There is the answer to what happens to some comedians on their free time. The postman goes for a walk, the sailor goes for a row—and a comedian plays practical, albeit expensive jokes!

You've read stories, of course, about the funny men and women of the stage, radio and screen who tear their hair and moan that they'd give anything to get away from the grind of being funny. Well, it's a lot of hooey. Attend further the saga of George Burns, Gracie Allen, Winnie Pearl and her illustrious husband, the Baron: It was the night of June 22, and George and Gracie were throwing a farewell party at the Waldorf-Astoria to celebrate their European vacation jaunt. Only the two of them proposed to go. They were sailing the following evening, and their timerary included expected visits to Naples, Venice, Buslapest, Vienna, Warsaw, Moscow, Leningrad, Paris, London and sections of Scot-Moscow, Leningrad, Paris, London and sections of Scotland and Ireland.

land and Ireland.

Among the guests of the party were the Lombardos, Helen Jepson, Ramona, Peggy Healy, Gene Spier and Billy Wells, (script writers). Peter Van Steeden, Kathleen Wells, Ward Wilson, Harold Richards and Winnie Pearl. Jack Pearl was to arrive several hours later, due to the fact that he had been unable to break away from a benefit performance over in Jersey. Had Jack been able to wiggle out of the charity show, this story never would have been written, for Gracie Allen, like a snake in the grass, seized upon his absence to sell Winnie a bill of goods.

When Jack arrived at the Waldorf about midnight he was greeted with broad smiles and puzzling slaps on the back. He grew suspicious immediately, but it was too late.

Gracie and George descended upon him, and in eloquent tones congratulated him on his great and generous heart. They told him how much they appreciated his magnanimous gesture.

"What are you birds talking about?" he demanded. "We're trying to tell you. Jack," answered Gracie. "You see, Winnie has agreed to come along with usproviding we can get you to okay the trip. You know the poor kid really needs a long vacation. This trip will be just the thing for her."

The Baron was on the spot. He didn't want to appear mean by voicing his disapproval, yet he relished the idea of being left alone in the city for the entire summer not one little bit. He held his decision in abeyance while he consulted with Billy Wells, his script

"Look, Billy," he pleaded, "as a friend of mine please do something to stop this, will you? You know how I feel about being without Winnie for the summer. Maybe Winnie and I will be able to go on a short trip

later in the season."

So absorbed were they in their conversation that they didn't notice Gracie Allen spying on them.

Ten minutes later a page boy arrived. "Paging Mr.

Ten minutes later a page boy arrived. "Paging Mr. Wells," he called.

Billy, who had been talking to Gracie and George, trying to dissuade them from their plans, turned. "Yes, boy, what is it?" he answered.

"A gentleman in room 706, Mr. Wells. He says he's a good friend of yours, sir, and has something very important to discuss with you. He wants you to come up for a few minutes."

Wells, puzzled at the strange message, excused himself for a few minutes, and hurried up to room 706. There he was met by two burly looking individuals, who locked the door and seated themselves beside him. "If you know what's good for you," said one significantly, "you'll not make a single move until we tell you to."

"Wait 'till I get my hands on that Gracie Allen," roared Billy, He realized at once what had happened, "Getting you mugs to shanghai me up to this room was a great idea—not?"

Meanwhile, Jack was searching everywhere for Wells, because he was depending upon Billy to bolster his faltering decision. A few hours later, despairing of Wells' return, he capitulated.

As a last-minute afterthought if

As a last-minute afterthought it was decided to include Bayaria in the trip, so that (Continued on Page 17)



By Ray Hastings

On His Day Off a Busman Rides a Bus, a Sailor Rows a Boat-Here's the Truth of What Comedians Do

His work and his wife's play make Jack a dull boy. Here the bespangled Bar on looks on in cruel glee as Mr. Pearl ruminates on new gags to tell the public to get the cash lo meet the bills that come from the spouse that Jack wed





My First 30 Years

The Youth Who Had Greatness Thrust upon Him, Tells of His Loves and His Successes Before He Was Called "America's Boy Friend"

Often Buddy would spend his lunch period on the movie lot playing music, forgetting entirely about food. (Below) Buddy and Mary Brian, celebrated movie actress, whom Buddy calls "pretty, gentle, sweet and intelligent," and whom he sees whenever his itinerary brings him within calling distance of where the lives. ing distance of where she is

By Buddy Rogers

Little over thirty years ago Buddy Rogers was born in Olathe, a small town in a farming community of Kansas. Son of a newspaper owner, Buddy felt that be was destined for a journalistic career. His induction into a boys' band, as baritone horn player, and his appearance in a successful amateur dramatic performance, changed all that.

During his college years he worked his way abroad on a mule-carrying freighter. He saw a little of Spain, and less of Paris; but he came back with his love of music sharpened and mellowed.

His interest in girls was indifferent, He was content to drift, believing that at the end of his college course some occupation would present itself, and that life would work out for him.

Life did, in a way he little expected. He tells what happened immediately after college in this, the second instalment of his story:

It seems that Mr. S. C. Andrews, owner of the local movie house at Olathe, while at the Paramount Exchange in Kansas City to arrange for films, overheard a bit of news. The great Lasky, as part of a gigantic publicity stunt, was looking for ten boys and ten girls to send through his Paramount Training School in New York, and convert into full-fledged motion-picture actors and actresses.

Mr. Andrews was a friend of our family who had known me since I was knee-high. He, too, had seen my performance in "Clarence" and watched my antics with kid orchestras round and about town.

He told father, and father wired me at Lawrence. The next time I was in or near Kansas City, I should drop in at the Exchange and ask for Mr. So and So, It happened that the band was playing Kansas City the following weekend. I followed instructions. I didn't think I had made much of an impression. I went back to Lawrence and to school.

A week later things began to happen so fast that I can't remember much clearly, except how excited I was. It was in June at the end of my junior year. Final examinations were to begin the next day. Suddenly telegrams began to arrive. And the next thing I knew, a delegation of camera men and staff operators had invaded the University of Kansas campus, and I was making my first screen tests.

Those screen tests were unbelievably bad, I saw them later. They were so bad they were funny. When I tried to register the emotions the director dictated to



me, I simply made faces. Unpleasant faces.

But I didn't know that then. When I went up for the final examinations the next day, I was so excited that I merely scribbled down my name and the first thing that came into my head. I never even went back to see if I had passed.

For immediately afterward word came from Paramount headquarters that I had been chosen as one of the lucky twenty. My only explanation of this miracle is that other screen tests must have been worse than

is that other screen tests must have been worse than mine.

I went back to Olathe for a few days, and found that I was suddenly a person. Old-timers to whom I had been merely that Rogers kid, stopped me on the street to tell me how much the home town was expecting of me, and how proud it was. Or else they kidded me with: "Well, Buddy, I suppose the next we hear of you you'll be in Hollywood and married to a countess!"

I've been in the limelight a great many times since

I've been in the limelight a great many times since then. Sometimes it has been exhilarating, sometimes it is merely uncomfortable. Always it is a satisfaction to know that people are noticing you and approving your

work. But no limelight is so bright and penetrating as that a small town sheds on its own.

My folks were wonderfully sporting about it. Father, of course, was only too glad his eldest son was having his opportunity. Mother worried a little that I was going so far away, where she could not remind me to keep my ears clean and wear my rubbers. I think she was the only one who really shared my own bewilderment, almost misgiving, at this thing that had happened to me and where it might lead. Mothers are like that,

And so I found myself in New York. The Paramount Training School was a publicity stunt. We became accustomed to the studio atmosphere, learned to call the big lights "broads" and the little ones "babies," and practiced such useful arts as the graceful descent of a stairway, the proper angle of the arm in pouring water out of a pitcher; and we accumulated due respect for the director. Yes, we learned a lot of things, but we didn't learn much about what to do when actually in front of a camera.

When our six months of training were almost up, we made a graduation picture. It was called "Fascinating Youth," and was about a young fellow who had inherited an old hotel that was physically about to collapse and financially in the hole. He decided that publicity of the right sort would save it. Then he hired a bevy of beautiful motion-picture stars to come out and live in it for a while. Business thereupon looked up, and everything ended happily with a final clinch. I was the young fellow.

Never will I forget my sensations the first time they actually started taking the scenes of that picture. Stage fright isn't the name for it. It's the feeling that whatever expression you register, the way you pull your mouth or cock your eyes or crook your little finger is going down to posterity in a form comparatively permanent. I was self-conscious, and I was scared.

It became easier after a while, of course; easy enough so that we could even make something of a joke of it. That, by the way, was one advantage of the silent pictures. You could amuse yourself by telling the object of your frantic and adoring gestures, "I think you're simply terrible!"

But it was never too easy for me. The business of acting before a camera never will be easy so long as they shoot pictures they way they must, a final scene on top of an opening one, and three minutes of action out of the middle after that. It means that you have little or no chance to build up a mood. You dive into it headlong.

T'ascinating Youth' completed, our course of train-

into it headlong.

Fascinating Youth" completed, our course of training was over. The picture was released through the ordinary channels and went the rounds of the movie houses and attracted considerable attention. To further its publicity value, all twenty of its cast were scheduled to go around with it for personal appearances. The rest of them went. But meanwhile I had signed up to make my first real picture, "Wings," and was on my way to Hollywood.

I don't suppose I realized vet what was happening to me. I've always been enthusiastic about pictures, of course. I was so overwhelmed with all this sudden success that I didn't stop (Continued on Page 23)

Success that I didn't Stop (Continued on Fage Ranco Genes, Yolono III. Number 15, Week Entire Sentender 1, Louised weekly by Bester Genes, Inc., 112 Fourth Ave., New York, Entered as second cause matter at the Part Office. New York, New York, 1927, 1927, 1928, 192

The Queen Approaches

New Leaders Mark the Latest Results in the Election of Radio's Queen for 1934, to Be Crowned at the Radio Exposition, Madison Square, This Month

s Ranto Guttes's gala Radio Queen contest nears a close, Countess Olga Albani, the talented noblewoman of song, vacates the lucky sixth spot to the results with a total of 5.892 votes. Several other contestants have clambered from the sixth spot to the lead, but the Countess has the advantage of rallying just before the contest's deadline. A few days and the results will be known to all!

A scant three hundred votes away is Mona Van, the practically unknown Chicago lass who is waging such a gallant fight to reach the top. Irrespective of whether Mona wins, she's assured of the fact that her name will have been repeated on the lips of radio listeners in practically every city of the country as a result of her appearance and amazing showing.

Rosemary Lane, Leah Ray, Gertrude Niesen, Jessica Dragonette and Harriet Hilliard, all with totals above the five thousand mark, are closely bunched behind the Countess and Mona.

The Ranio Guine bandwagon is going to town, folks. The contest is a sensation, and Radio Row is waiting with bated breath for the actual outcome. It's not too late to cast a ballot, so do it now and help send your nominee to the top of the heap!

Ranio Guine's search for the Radio Queen of 1934 has reached the point where any one of ten contestants can step out and win the covered prize by virtue of no more than one good day's balloting!

To the winner will go the greatest honors in radio. The editors of Ranio Guine and the sponsors of the annual National Electrical and Radio Exposition will spare no expense to make the coronation scene one of the greatest spectacles in radio history.

During the period of September 19-29 the radio star selected by the host of Ranio Guine readers, will be escorted to the most spacious amphitheater in New York City—Madison Square Garden—where thousands of fans will be gathered. There she will be crowned Queen of Radio for 1934.

In addition to the honor and glory attached to the coronation, the Queen will be the recipient of a generous budget which will be lavished

Memo Holt, who has been singing with Harry Owens and his Royal Hawaiian Hotel Orchestra over KGU-NBC, Honolulu. She is in America to make her mark—and has begun by leaping upward in the race for Queen. Below is Carolyn Rich, NBC singing star whose voice has entertained millions of listeners over many stations



STANDING OF ENTRANTS

Olga Albani Mona Van Rosemary Lane Leah Ray Gertrude Niesen Gertrude Niesen
Jessica Dragonetie
Harriet Hilliard
Ruth Eiting
Annette Hanshaw
Rosa Ponselle
Ethel Shutta
Dorothy Page
Irene Beasley
Loretta Lee
Muriel Wilson
Babs Ryan
Edith Murray
Sylvia Froes
Jane Froman
Doris Shumate
Shirley Howard Doris Shumate
Shirley Howard
Vera Van
Connie Boswell
Marion McAfee
Joy Hodges
Ruth Lee
Mary Rooney
Kate Smith
Mary Barclay
Dorothy Adams
Julia Sanderson
Carolyn Rich
Lee Wiley
Rosaline Greene
Memo Holt
Grace Albert
Gracie Allen
Virginia Rea
Ramona Virginia Rea
Ramona
Gretchen Davidson
Joy Lynne
Jane Pickens
Linda Parker
Alice Faye
Sandra (Dixle Debs)
Priscilla Lane
Lulu Belle
Irma Glen
Marge (Myrt and
Marge)
Lillian Roth
Gale Page
June Meredith
Mary McCoy
Gladys Swarthout
Alice Joy
Frances Langford

Mary Eastman
Elsie Hitz
Louise Massey
Virginia Hamilton
Honey Sinclair
Grace Hayes
Mary Livingstone
Maxine Gray
Mickey Greener
Myrt (Myrt and
Marge)
Mary Steele
Peggy Healy
Irene Rich
Ireene Wicker
Judy Talbot
Anna Melba
Emrie Ann Lincoln
Schumann-Heink
Alice Remsen Schumann-Heink
Alice Remsen
Roxanne Wallace
Arlene Jackson
Vet Boswell
Beatrice Churchill
Florence Case
Lucille Hall
Dorothy Hicks
Jane Ace
Louise-Sanders
Sue Fulton
Mattle Curran
Mother Moran
Marian Jordan
Fannie Cavanaugh
Grace Donaldson
Ruby Wright
Joanne
Nan Johnson
Frances Baldwin Frances Baldwin Lilian Bucknam Dorothy Lamour Elizabeth Lennox Mary Small Mary Small
Frances Forbes
Elaine Melebior
Marguerite Huestis
Cynthia Knight
Mary Wood
Martha Mears
Patti Pickens
Josephine Loone
Betty Winkler
Mabel Todd
Dale Nash
Ann Leaf
Mary Lakey
Betty Brooks

Radio Queen Ballot

Joint Sponsorship of the National Electrical and Radio Exposition and Radio Guide

My choice is My name is

(city and state) My favorite radio stations, in order of preference, are:

rests on the shoulders of Rabio

Guine readers.

There is but one restriction.
Each nominee must have been a

regular radio performer prior to June I, 1934.

You may cast as many ballots as you wish—providing each ballot bears your authentic name and signature. Loyal fans have sent in as many as fifty ballots at a time. Can

many as hity ballots at a time. Can you say as-much?

Fill in the ballot printed herewith. Write into the ballot the name of the person who meets with your conception of a radio queen, and send it to the Radio Exposition Editor, Ranio Gune, 112 Fourth Avenue, New York, N. Y. Remember you may cast as many ballots as you wish!

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Reviewing Radio

By Martin J. Porter

Second only to the fame enjoyed by Jack Hylton is that of Ray Noble, bandleader in England. You've probably heard the marvelous recordings tossed off by this gentleman's outfit: they are characterized by arrangements and tempos which seem peculiarly suited to American, rather than British, tastes. On the short waves Ray, and his orchestra have done a remarkable job of popularizing themselves hereabouts.

It was annoying, therefore, when the announcement that Ray Noble was coming to America in mid-September, to stay for a brief five years, was made, that a lot of self-styled patriots should rise up and say: "The American musicians' union should not allow a foreigner to come in and hog a lot of prestige and dough, and take jobs out of the hands of American musicians." This squawk arose when it became bandied about that Noble would put a band into the Rockefeller restaurant in Radio City, and would have access to the networks—which doubtless would lead to his being launched on a commercial broadcast series.

That is exactly what Mr. Noble will do, but there is no reason for enduring a lot of grief about it. We should, and probably will, give his music a warm welcome, and in doing so we need not be disloyal. The truth of the matter is that Noble is not going to take anybody's job away. He is going to create more than a dozen jobs. He is not bringing his famous band with him. He is coming alone, and will organize perhaps a better band here. He has promised that he will employ only American musicians who are now out of work. He will not use units already associated with studios. He is not here for a quick cleanup, but for a long stay—he may remain permanently. And since he is an accredited genius with a band, we should give him a warm welcome and three cheers for making at least fourteen new jobs!

Phillips Lord is back in the NBC fold, with a weekly series coming from his itinerant schooner de-

Phillips Lord is back in the NBC fold, with a weekly series coming from his itinerant schooner, deweekly series coming from his itinerant schooner, despite the fact that two weeks ago the name of the gent was poison to the NBC. John Royal has patched up the feud. The broadcasts from the schooner, it seems, possess a little more realism, probably because the material is better down in the tropics.

Joe Cook's goofy inventions, that give you a cheer on those Colgate parties, are not as goofy as they sound. Twenty people have garnered practical ideas from some of Joe's tomfoolery, and an equal number of models of his supposedly insane contraptions have



been made. A couple of them actually have been put on the market.

This surprising development has given Joe a few

inhibitions.

When he works out a new goofy invention for his broadcasts nowadays, he goes over it all a dozen times and then shudders at the possibility that it might really work.

In case it has escaped your attention, it is a fact that only fifteen radio broadcasts out of 180 ever really

Succeed.

You might want to write it down in the book also that the statisticians have discovered that the average length of a radio program is eighteen and a half minutes. And if you're still awake, how about digesting the fact that daytime audiences are entirely different from night-time audiences in their tastes, criticisms and demands? In 1934 only eighteen programs have become real hits have become real hits.

The New York audience recently had the promise The New York audience recently had the promise of a new and successful comedian in Dave Vine, former vaudevillian, who was given an important spot at WOR, During the past week, however, Vine has made two mistakes which doubtless have harmed his radio career. First, he has fallen into a rather cheap imitation of the loe Penuer voice; and, more seriously, he has been making use of crude material.

One instance stands out: It introduced a familiar character—an effeminate man, referred to as a "sissy"—and the ensuing dialogue was unfit for radio. One wonders where the script editors were when that particular dialogue was dragged in.

Some prospective CBS gueststars, who guessed they wouldn't perform, had to be primed recently by the foghorn tones of Poley McClintock. The rejuctant talent, which represented Who's Zoo in the Bronx, New York, re-sponded nobly when prompt-ed by a voice that literally shook them out of their stubborn lethargy. Curator Lee S. Crandall (rear) watches a

s were when that particular dialogue was dragged in.

As one of those persons who demand that radio be kept clean, I think WOR ought to chasten Mr. Vine. We can't have dirty radio at any time, and especially during the crusade by the churches for clean entertainment. It's like slapping the cleaner-uppers in the face, If there were no such smut as Mr. Vine offered on the broadcast mentioned, there wouldn't be any need for wouldn't be any need for reformers.

Along the Airialto

ran into Jack Benny the other day, just back from

Hollywood.
"Well, old pal," I greeted my favorite ether comic, "how does it feel to be back from Hollywood and famous?"
"Famous?" demanded Benny. "Did I understand you to say famous? Let me tell you how famous I

He made a wry face, and continued:

"On the way from the coast when the train pulled into Chicago, a girl reporter came aboard. She came up to me and said: 'Are you fack Benny!' Ah, thought I, the newspapers know me. I guess I'm a big shot. 'Why yes,' I said, 'I'm fack Benny!' The girl tooked at me a moment as though trying to remember something she'd forgotten. 'Well, what do you do?' she asked. I must have sounded like foe Frisco when I answered her. 'Why... why... I-I-er... I'm on the radio, you know,' I said. 'Yes, that's what they told me,' the girl admitted. 'But I mean, what do you do on the radio?' So I asked her: 'Did you ever hear of Frank Parker!' She said no, she hadn't. Then I asked her if she'd ever heard of Don Bestor. She said no, she hadn't. 'Well,' I told her, 'I help those fellows with their program.' Did you say famous?''

Kiloeyele Chatter: 'When Lawrence Tibbett returns to the airwaves it will be for the Packard Motor Car Company and not Firestone. A pleasant voice I miss on the airlanes is that of Shirley Howard—never tired of this swell songstress. . . Georgie Price has been retained on the "Summer Interlude" show for the remainder of the series. Last program is September 17. The following week the sponsors will inaugurate their new "Variety Show" with Block and Sully, Gertrude Niesen and the Gluskin orchestra . . Although I didn't hear him on his initial program, those who did are raving about the work of Danny Malone, NBC's new

By Martin Lewis

importation. He can be heard Tuesday and Thursdays at 7:30 p. m. over the NBC-WEAF network . . Ward Wilson, one of the better mimics of the kilocycles, is getting more to do besides just announcing on the Jack Pearl program. Ward recently did five character impersonations during one show and did them all exceptionally well . . Joey Nash accepts every request to entertain at a benefit, and many's the time he's traveled great distances to lend his services . . Frank Novak, who directed and adapted the "Wizard of Ox" series, is working on a new script for the same sponsor.

Dick Leibert, the NBC organist, carries \$30,000 insurance on his hands. "And what a time I have on my hands meeting those instalments," Dick moans... Robert Simmons, the NBC tenor, has his own private kennel of a various assortment of pedigreed dogs at his country place near Cornwall, New York. Dogs are his hobby, and Bob doesn't hesitate to say the business is a howling success... Recently I told how Ralph Kirbery enjoyed fishing, and how it was instrumental in getting him on the air. Not until the other day did I learn that although the "Dream Singer" likes the sport, he never eats fish himself—and this fish story isn't a "fish" story... Jessica Dragonette's sunkissed face beamed the night she returned to the Cities Service program from her vacation, for on the stage were huge baskets and bouquets of flowers sent to her by her host of admirers. It took the songbird most of the week-end to read all the telegrams and letters she received welcoming her back to the air.

Jack Pearl is one of the smart people in the professional business, The Baron just took out a \$100,

000 annuity policy assuring him of perfect independence during that rainy day period . . Tito Guizar is working on his first feature picture at the Paramount Studios on Long Island. "The Mexican Troubadour" spent a few weeks in Hollywood, but left in a huff because he didn't care to wait around until the movie "smart men" decided what to do . . After all these years Joe Penner is taking to bathing—I mean swimming. He's getting daily instructions at the Ambassador Lido Pool in Los Angeles. Probably training for a swimming meet with his side kick, good old Goo-Goo, the duck.

Jimmy Melton is no longer a guest of the Fred Allen show. He is a permanent feature, having been signed after a few successful guest appearances. Jimmy, by the way, is the most nonchalant singer in front of a mike that I've ever seen.

He stands up there and sings as if he were entertaining in the living room of his home, instead of singing to the large studio audience present, and the millions of outside listeners.

Last week while playing at a benefit at the City Hospital in Cleveland, Helen Gordon, whom you hear three times a week over the networks with "The Sizzlers," asked one of the tots in the ward if the children ever listened to the radio. The answer was to the contrary, and it wasn't because they wouldn't like to—they just didn't have any radios. That evening good samaritan Gordon informed "The Sizzlers" of the situation.

They all chipped in money, and the following day there were five radios installed in the huge wards so that every child in the hospital could listen to their favorite program. I'll give you three guesses which one it is!

And now to Bermuda, folks. See you in a couple

My Two-Score Children

By Milton J. Cross

Radio Children-Come from Where?-Going On to Theatrical Immortality, To College, to Obscurity?-Here's the Truth About Some of Them, Told by One Who Has "Fathered" Them for Years

R adio children ..., you listen to them a few times, utter something about the precociousness of the coming generation, and dismiss them from your consciousness, with never a thought to the comedy, the tragedy, the high spots and the low spots that are in perpetual evidence in back-stage radio.

Do you ever wonder where they come from, these falented kids of the mike? Thousands of them flock into the studios throughout the course of the year, but only a pitiful few succeed in making the grade. There's romance, pathos and comedy in the story behind the story of the child performers of the air.

Imagine a thirteen-year-old girl strolling into the studio, nonchalantly seating herself at a piano and play-

ing perfectly the most difficult operatic arias. Or a seven-year old kid attired in kilts, who walked into a rehearsal and convulsed a group of radio veterans with his inimitable songs and patter. Or a brother and sister, ten and seven years old, respectively, who overwhelmed studio officials by rendering excerpts from several dramatic shows. Or—but I am get-



Winifred Toomey, one of radio's future greats

ting ahead of myself. Let us go back to the very beginning of the children's hour.

Like Topsy, my radio children have "just growed" up. A few of the old-timers are still with the networks. Many have gone off to college to carve other niches in life. Still others have heeded the call of the legitimate theater and vaudeville.

These radio children, two-score, maybe two hundred in number, have intrigued me almost from the start. I say "almost" advisedly. Years ago, when I first was assigned to a kiddie program, I reported to my chief and flatly refused to become identified with the hour. I loved children, of course, but I felt that the dignity of the leader of the Cross clan was incapable of mingling successfully with the flamboyant spirits of the youthful Thespians.

No false pride keeps me from admitting that I was wrong. Although my job called for straight announcing. I find that I've been father confessor, scene shifter, referee and soloist for the young actors and actresses of the kilocycles. The Cross dignity be hanged! I love these kids as my very own, and if anyone tried to usurp my position on the kiddie hour there would be a right merry fracas.

My association with the programs dates back to station WJZ when it was still located on Forty-Second Street, and before it became a part of the National Broadcasting Company. I was assigned to announce a



Patsy Dowd, whose photograph had to be sent to more than eight thousand listeners

Sunday Children's program. Somehow the thing got started, and it ran on and on every week until after the NBC was formed. Then it became a national feature. When the merger was complete I went along with the microphones, the pianos and the other studio fixtures. So here I am, still the announcer for this veteran feature.

I say that these children have interested me. They still do. They have been so spontaneous, eager and enthusiastic that the job has proved to be anything but an onerous chore. Despite the early morning hour at which I must dash into New York on Sunday mornings, and despite the noise, the many little collisions and infrequent youthful fights, it has been great fun.

Six years ago a youngish woman strolled into the studio and displayed a little snapshot of her boy. I blinked my eyes, He was the cutest little devil I ever saw. He was attired in a saucy sailor suit, and his pep and personality gave brilliant life to the snapshot.

I called Miss Madge Tucker, the director of NBC's children's programs. All she needed was one look. "Bring him in, by all means," she told the boy's mother.

Thus little Jimmy McCallion, mine-years old, was brought into the studio. The picture hadn't lied. He was wonderful. He read lines with the feeling and shading of a veteran trouper. He never had acted before in his life. His mother had noted his love for the land of make-believe, and had taught him at home.

Jimmy, now fifteen, was the first youngster to come to our network shows. He appeared in the first kiddy commercial, portraying Penrod in "Penrod and Sam." He is the driver and one of the leading performers in the "White Line" broadcasts, and is heard on many other sponsored shows. Thus you see that Jimmy was discovered through a snapshot.

Billy Halop kissed his first girl at the tender age of ten, and so embarrassed was he that he had to shut his eyes to do it! And to make matters worse, the girl was his seven-year-old sister.

About four years ago Mrs. Halop decided that she should do something about her talented children, Billy and Florence. So she dressed the kids in their finest, boarded a train and came to the NBC studios. Once there she demanded an audition—and got it. The kids were grand. So they were given the romantic leads in a kid show. That's when Billy had to kiss a gal.

"If it wasn't for my art, I'd never do it," he said seriously before the broadcast. The kids are still with us. Billy is playing on "Home Sweet Home," and Florence is remembered for her excellent hits on the Wheatenville Program with (Continued on Page 17)





Admiral Byrd's face shows much that a character analyst could detect, that is not apparent to the untutored eye

The people of the world know the achievements and the almost unlimited courage of Admiral Richard E. Byrd, all of which is shown in a very remarkable jaw-line, a powerful, set chin (as an expression of his uncommon endurance) by an individualistic aggression shown in his nose, starting early and quickly to carry him far in individual and mutual endeavor. But few persons have been able to penetrate an almost guarded expression of his emotions and feelings.

As a matter of fact, ambition, in the ordinary sense of the word, had little to do with the accomplishments of this man. The nose is that of a scientist, more interested in natural phenomena than in mechanics, in themselves. This nose, the contour of the brows, the

Signposts of Success

Revealed by the Lines of Your Face

By "The Doctor"

If Your Face Resembles That of Admiral Byrd, You May Learn Much About Yourself from "The Doctor's" Analysis of the Great Explorer

projection of the unusually oval forehead—all show intense interest in the strange and weird things of nature, as much as they do in problems of utility.

Underneath these, as shown by the mouth and chin, is an intensive, highly-controlled, specialized friendship which is not easily broken. But these regions also have, in the tightened corners of the mouth, a restricted sociability and lack of interest in the "slap-me-on-the-back" kind of social relations,

We know little about this man's social life from personal knowledge, but these indices point out very little of the politician's desire to be agreeable in all situations or to present a "good front." The same indices tell of an enormous sincerity and willingness to stand punishment for any purpose he has in mind. Admiral Byrd likes to work hard to attain his goal, and possesses the aspirations and the emotions of a man who takes a long look ahead.

There is a positive indication of truly remarkable foresight displayed by the width of the end of the nose. Byrd looks much like Lindbergh in a technical manner, when analyzed. He is not so much a natural mechanician as the "Lone Eagle," but is much more of a constitutional scientist. His natural modesty is greater than Lindbergh's, but he does things which the world wants to know about.

Richard Byrd has a high understanding of other people and a particular, calm disposition; yet we know he is restless and loves activity; for his jaw indicates courage, hardihood and independence.

In the nose are found synthesis, analysis and judgment. All are well developed in this subject. Byrd accepts information conditionally, analyzes it and settles his own problems. He is both practical and theoretical.

The indices of time, system and facts are prominent in this forehead. Its owner possesses high powers of concentration and works methodically. He probably finds little need for carrying a watch.

Does he possess a sense of humor? Yes, but his nature is too exacting to give much time to wit, humor or comedy. On the other hand, it really is difficult to make him display a truly disagreeable disposition.

And this is the story of those aptitudes, weaknesses and strengths which are plainly visible in the face of Admiral Richard E. Byrd to be read by anyone . . . who is versed in the science of character analysis.

Bulls and Boners

A nnouncer: "Get rid of gray hair and worry for-ever."—Miriam West, Wilmette, III. (August 4; KYW; 10:30 p. m.)

Bill Randol: "Mr. Semmler will be pleased, if that is possible, to play your request."—Sol Fleischman, Tampa, Fla. (August 5; WDAE; 10 a. m.)

Allen Prescott: "And another lady writes to say her hosiery lasts twice as long as her friends."—Marie J. Basile, Long Island, N. Y. (August 7; WEAF; 9:55 a.m.)

Larry Harding: "Three hundred men have been killed by conservative estimates."—Edward S. Allen, Ames, Ia. (July 27; WMT; 8:30 a. m.)

Announcer: "Brink one cup before going to bed for one week."—Augusta H. Silver, Chicago, Ill. (July 30; WGES; 9:30 a. m.)

One dollar is paid for each Bull and Boner published. Include date, name of station and hour.

Open Door to Beauty

By V. E. Meadows

Mr. Meadows, Director of the Beauty Guild, Will Bring Further Beauty Advice to the Air Starting Monday, August 27, Over the American Broadcasting System Network-Supplementing His Counsel Here

The question of proper eyebrow shading and arching is a perplexing one to thousands of women. What to do? Shall she shape them into thin hairfines? Shall she have the space over the bridge of the nose wide or narrow? Shall she have them slanting, tilted up or down from the bridge of the nose, or shall she shave them? Is there any method of removing stray hairs from the eyebrow without extreme pain? These are but few of the queries asked by milady.

Shapely eyebrows are important necessities to the careful and beauty-conscious woman, for eyebrows give contour and shape to the face. The perfect eyebrow should start fairly full at the bridge of the nose, and as the line moves to the outer side of the face it should taper off gradually, terminating in a thin line. This tapering of course should not be irregular, and as a consequence great care should be exercised in plucking each individual hair.

consequence great care should be exercised in plucking each individual hair.

Now as to the center space over the bridge of the nose: Extreme care should be exercised here, for the width of this space determines the appearance of the width of the bridge of the nose. The outside point of the cyebrow which is considered perfect, should taper downward gradually from a bow in the center. In other words, tracing this line from the inside point of the bridge of the nose, the eyebrow should taper upward in an arc to the center point, from which point it should gradually taper downward toward the outer edge of the eye. Terminate this outside point exactly

opposite to where the upper and lower lids meet on

opposite to where the upper and lower lids meet on the outside of the eye.

For eyebrows that are particularly unruly, the only suggestion I can make is to brush the eyebrows every day with a clean eyebrow brush. By doing this repeatedly it will be possible to train the unruly or curly eyebrows into an even contour.

Many women possess eyebrows that will not grow to the proper length; and many times the eyebrow is too light in color and does not properly define the contour of the face. I do not advocate the dyeing of eyebrows, due to the fact that dye is usually quite artificial looking. I suggest the use of a regular wood-encased eyebrow pencil. If the eyebrow is too light, go over it a few times with this pencil, repeating the operation until the proper color is attained. If the eyebrow is not long enough, elongate it by the application of the eyebrow pencil, bringing up the color so that it matches exactly. It may take a little practice to achieve the proper perfection, but if you will rest your hand on your cheek as you draw the line, you will find that the touch will be light and even enough.

In discussing eyebrow pencils, I have discovered that many women think that brown is a lighter color than black, when as a matter of fact brown can be made just as dark as black if it is applied heavily, Brown eyebrow pencils should be used only by natural red heads. Black should be used by all other types—the lighter the type the lighter the application.

Flashes of Best Fun

Reader: Dear Aunty Caroline—Is it bad luck to get married on Friday?

Pooplk: Why Friday especially?

Farm and Home Bugle

Jimmy Durante: Meadows, a policeman tells me that you can never arrest a nudist for stealing.

Meadows: Why not, Mr. Durante?

Durante: Because you can't pin anything on them!

—Chase and Sanborn Hour

Uncle Obadiah: The flu is both affirmative and negative. Sometimes the "eyes" have it and sometimes the "nose."

—Hoosier Philosopher

Joe Cook: Over in Russia the other day the first game of polo was played under the Soviet Government. That ought to give the Communist movement a swell slogan. "A polo pony in every garage."

—Colgate House Party

Fred Allen: The dollar is so low in France that the American Express has moved into a basement!

—Hour of Smiles

Hill Billy: I shore do like that last tune we just played. It haunts me.

Jimmy Durante: It ought to. You murdered it.

—Chase and Sanborn Hour

Joe Cook: I see where a scientist has invented a wrist watch with dry ice in it that will keep you cool. Personally, I'd sooner have an ice box that would tell the right time.

—Colgate House Party

The Child's Hour

By Nila Mack

Is Your Child a "Poor Sport"? Let Miss Mack, Director of All Children's Programs for CBS, Tell You What Can Be Done to Help

he extent of a child's sportsmanship depends more

The extent of a child's sportsmanship depends more or less upon his home environments and his upbringing. Children are notorious mimics. Their keen powers of observation drink in every word and deed. They are quick to imitate every move of the grown-up. Many parents and guardians heedlessly permit their children to witness unfortunate episodes, and thus plant the seeds of various complexes and weaknesses that bear fruit in later life.

The average child is proud of his ability to reach out and duplicate the parental mannerisms. Thus when mother entertains a group of her friends at a bridge party, fluttering about the house seeing her guests' every need and in general being the perfect hostess, sonny is duly impressed. However, the moment the party adjourns, he is subjected to a perfect example of poor sportsmanship, for mother invariably seizes this opportunity to indulge in a few catty remarks about her erst-while guests. The sharp, caustic and unwarranted observations of his parent penetrate his subconscious mind, with the result that his playmates soon are being subjected to the same backhanded treatment. He passes pleasant hours with his friends, yet returns home and reports uncomplimentary untruths.

Overindulged children are prone also to be had. reports uncomplimentary untruths.

Overindulged children are prone also to be bad

Your Grouch Box

Some folks have the misguided notion that it is "ill-bred" to make a complaint. They are the ones who say "don't complain if you dislike a program—turn the dial."

Such people don't know the meaning of the word "democracy." They forget that in this country, governments and radio programs are selected by the likes and dislikes of the majority.

Is there anything you dislike about radio? If so, send your ideas to "Your Grouch Box." Radio is constantly improving. Perhaps your "grouch"—if thus brought to the attention of radio executives from coast to coast—will help remove some rough spot, and add to the joys of listening.

to the joys of listening.

"Pity the rural listener whose local station is slipshod," implores this anguished fan.

Dear Editor: I wonder if, in other parts of the country, listeners suffer as we do here? And if so, why isn't there a revolution or something?

We have a local station here that is just about everything a station ought not to be. Absolutely the only time they ever put on a decent program is when they play records; and while this is most of the time, it is very seldom indeed that even a good record program goes through without the hoarse voice of an untrained announcer booming punk advertising into the listeners' ears for endless minutes.

Now I have read letters from people who say: "If you don't like the program, don't criticize—but tune out the station and get something else." But not only does this advice strike me as being very silly; in my case it is impossible. For the station that I most want to listen to, is located on the dial just a little back of this bad station. And the had one prevents me from tuning in the good one.

Now I realize, of course, that the whole nation isn't going to mourn just because I can't tune in the station I want—but I'm really writing this letter because I wondered if perhaps, all over this country, there mightn't be thousands of others in the same kind of position I'm in. We've got to stick together, listeners. Nobody in this world helps you very much, unless you make sure to help yourself!

"Down in Missouri"

DISGUSTED

"Down in Missouri"

Suspicious of women's voices!

Dear Editor: Women's voices should be tested by professor before singing over radio.

Avoid jazz music Sunday.

Brooklyn, N. Y. POLLY HIGNETT

Send your radio grouches to Your Grouch Box, in care of RADIO GUIDE, 423 Plymouth Court, Chicago, Illinois. Help improve radio.

sports. The pampered child emerges from the protected sphere of his home and mingles in the street with a group of self-reliant playmates whose prowess at all games is far superior to the coddled youngster's. His fances are dulled. His pride and ego undergo a terrific shock as he is outstripped and outdone at all forms of athletic games. His defense mechanism asserts itself in a boorish manner. He refuses to indulge in any other group games, He holds himself aloof from the gang and sneers at their accomplishments.

The best way to treat children who are poor sports is to show them that poor sportsmanship doesn't pay. Once they understand that they gain little by selfish and unmanly displays, they revert back to normal, wholesome channels. Their sense of fair play must be developed by word and action. Concrete little examples can be offered, which will show them that they are losing many happy hours as a result of their actions. It is

can be offered, which will show them that they are losing many happy hours as a result of their actions. It is essential to take these corrective steps.

One day one of the lads in my troupe came close to disrupting an important play by a display of extremely bad sportsmanship. He was assigned to a fairly important role, but he aspired to the lead. I had no inkling of his thoughts in advance. Had he approached me in a manly, open manner and told me of his craying, there is no question but that I would have humored his whim. He merely accepted his script with a smile and began to plan an underground method of accomplishing his desire.

One afternoon he reported for a rehearsal with a band of other youngsters tagging at his heels. He introduced them as relatives of his, and asked that they also be given parts in the play.

be given parts in the play.

When I refused to entertain his idea, he smiled darkly and dismissed his relatives. He resumed his part in the show, and at each rehearsal always gave a finished and sparkling performance. He plotted his revenge wisely, but not well,



Children who get over being poor sports show their good nature in their faces. Here's one who does

The night of the broadcast was the signal for his outburst of flagrant poor sportsmanship. He took his place and proceeded to bungle every line.

Of course I was furious. But I realized that I had to use tact to show this youth the error of his ways.

And it was simpler than I expected. I merely neglected to cast him in any other parts.

Finally, after several months, he came to me and tearfully admitted that he had flubbed the show on purpose, and please wouldn't I forgive him.

I relented. This was what I had awaited.

He's been a model sport ever since. He found out for himself that poor sportsmanship does not pay.

Radio Road to Health

By Shirley W. Wynne, M. D.

If You Think That Superstition Plays Any Part in Maintaining Good Health, Attend Doctor Wynne's Remarks to the Contrary

How superstitions are you? Do you carry your superstitions to the point of believing that magic can prevent and cure disease? There are people who do!

who dol
In spite of advances of civilization, superstition
persists. I heard recently of a mother whose child had
rickets. Instead of busying herself providing proper
food for the child, she took him to the coffin of a dead
friend and forced the child to rub his hand over the
cold, still hand of the dead man. This was supposed
to straighten the deformed bones of the child. Of course it did not.

I shudder to think of the children a generation ago

I shudder to think of the children a generation ago whose mothers hung an asafetida bag around the necks of their children and sent them off to school. I marvel that they did not lose faith in the magic substance when their children came down with disease.

I am amused when, at times, I see a diner in a restaurant throwing salt over his left shoulder because he has accidentally spilled a few grains. He is removing the curse of "bad luck" attendant on his carelessness, In years gone by, it really was "bad luck" to spill salt because salt was vital to health of the individual and because salt was not easily obtainable. Today, however, although it is still as necessary to our health, salt is plentiful and cheap.

Many people, even today, wind red flannel bandages around their necks when they have sore throat. Not white flannel or gray flannel—but red flannel. If

red flannel is not obtainable, a red string will do, they believe. I assure you that their restoration to health was not brought about by red flannel—but by the fact that their bodies were healthy enough to withstand the

that their bodies were healthy enough to withstand the affliction.

In certain rural sections, "pow-wow doctors" still practice their pretense of healing by witchery. A piece of red string waved over the "patient," together with the chanting of unintelligible, meaningless words, is the only treatment. If the patient dies, the "professor" blames the death on evil spirits and goes on to his next unfortunate victim. Luckily, superstitious belief in "pow-wow" and "hex" methods is rapidly dying out.

Superstition has no place in any household, especially where there are growing children. Scientific methods should be used to protect the child against the infectious diseases that so handicap his growth. Measles and scarlet fever should be avoided with all diligence. Fortunately the ever present disease, diphtheria, need no longer be feared; toxin-antitoxin, given to children as young as nine months of age, endows them with lasting protection. Vaccination protects against small-pox. Typhoid fever has been reduced to only a few cases a year, thanks to careful supervision of water and milk supplies.

milk supplies.

This is the modern way science protects the child so that he can devote his full energy to growing. Modern parents put their faith in modern medicine—not in dangerous superstition.

Frank Merriwell's "13"

By Lou Wedemar

The Hoodoo Number Has Been an Omen of Luck for Years to "the Personification of American Youth"



G. bert Patten-Bist & Standish who treated Fronk Metriwe has escaped his shadow after thirteen years of variant attempts

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Burt L. Standish has escaped to in his shadow at

The "One Night" Gang

The man on the fly go trepeze had nething on Al Peace and his Ging. Her are the mon on the interpretations of the providence of the first trend of the providence of the first trend of the particle of the first trend of the

Up and Down the West Coast Goes This Gang of the Air-Their Studio Is Where They Find Themselves Any Night

Nat r lly the see of the day-to-day lateners emong the like of fairs in the site of nust be presented at every his deast. Note has taken be called the other stage steems and continued to most be called to their stage steems. he dead he the perban in probate in other same any kind

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San Florise They made a'most a million best it,

San Flores They made almost a mall in lest it, went and adealle in this year, the start is a special will be so that the solution of the second in the secon

The Musical Murderer

"Calling All Cars"

By Moorehead Green

Once Again Radio Plays Its Part Nobly in Trailing a Desperate Killer Who Sang While He Killed

wo men walked stiffly in the sem' darkness (keeping just one pace behand then was a that the handsome sming young te'ow with walked with hands shoved. I the pockets of his weath ated coat. Decaded stratt at the gutters of this little has treef of the introduced. I was a still earlier to parks to the interpret of this little has treef of the introduced the state of a fact that a parks to the introduced hand in a packed to the man with a shoulders and so vely with what is posseds. The fit is two in froat to tope the shoulders and so year toped the daint verticate to the introduced at which are spoke that the hond ving has been the spoke that the hond ving has been the second to the same and the has seen peaks the west hond, it was to in the has seen peaks the same tree ville three fartishing as each content of the same fact of the three fartishing as a fact once the same fact of the three fartishing as a fact once the same fact of the three fartishing as a fact once the same fact of the three fartishing as a fact once the same fact on the three fartishing as a fact once the same fact on the three fartishing as a fact once the same fact on the fact of the same fact on the fact of the same fact on the fact of the same fact of the same fact on the fact of the same f wo men walked stiffly in the sem! dark-

the saint read the three farted in the deserted to the state of the st

of tape acress that mounts.
They sensed that this sinding young than who song while he rusbed, in ght be just as a larget killy a

he sang. toned the tris hinds timeded. In while I me sorry to hive to do this to you But I'm going to get matried and I need dough." The two witchmen said nothing, which was not remarkable, since their lips were sealed with tape. This tickled the ginman's sense of numer and he laughed.

Stern as he looked when he was leaving the courtroom during a recess in his trial









Members of the Chicago police who followed the three-gunman's trait. (Left to right) Sergeant Smuczynski, Officer Trecker, Sergeant Olson and Sergeant Sprague

The copsin never get me"

the copsin that it gleuned in the light from a street lim of min to escape intest," the orator went on the copsin to get the copsin never and the copsin never get limit the copsin never get limit the copsin never get limit to the copsin never limit to the copsin never limit to the copsin never get limit to see the last of the copsin never get limit to see the last of the copsin never get limit limit to see the last of the copsin never get limit limit love-song as he

Still humming, he strolled a couple of blocks to a traffic light. Here he lounged, perfectly at ease and waited. A car came down the block stopped for the

red light.

The smaling bandst stored forward the motion to saw him coming but there was nothing a sixing a has appearance. This youthful well dressed countyprobably a college 200—no could was going to a hard a rice.

'I want to go to Champ," sail the all a lac' l'morat garg to Caramp," answered to motor the Champ, and an anison the lat with the smile monchalanty flipping out a pistal. They were

With the utmost casualty a, fresh and one tag after

the long ride the guinnan dismounted from the circuit the corner of Michigan A et al. and Jeth Street in Creago and sacced geoffice this system whem had roote of course With two purposes the attricted motor this on the replaced course with a course two missess a radio car in the exceptione care. But the left with the three goas wis powhere to be seen.

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(NORTH ATLANTIC EDITION)

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Notice

N-NBC Programs.

These programs as here presented were as correct and as accurate as the broadcast ng companies and RADIO GJIDE could make them at the time of going to press. However emergences that arise at the studios sometimes necessiate eleventh hour areas to the studios and the studios areas to the studios are to the studios are to the studios are the studios are to the studios are to the studios are the studios are to the studios are the studios are to the studios are to the studios are the studios a in program ist ngs, time, etc.

Look for the Bell A for Religious Services and Programs

8:00 am EDT 7:00 EST

NHC-Mc H AT WEAF

(BY-C at E e.e WABC

NET TO E F. 103 MJZ

WAM - A A CALES

8:30 am. EDT 7:30 EST

ABC Les War army st. WJZ

9:00 a.m. EDT 8:00 EST ABC The B seeds WEAF WGY
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9:15 a.m. EDT 8:15 EST BC Cantin Bels. WEAF WGY WRC WCSII

9:30 a.m. EDT 8:30 EST GC Tre Remontique WEAF WRC WIL WISH GY-Al - College Chapel

9:45 a.m. EDT 8:45 EST

ABC - A FORMS FASS BARRONE WEAF WAS WITH WOSH ABS - ACC , 1 | 1 | one WIP 10:00 am EDI 9:00 EST

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WALL A TAN OFFICE POSTS

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BY Mr. A I. A (achestra, Mr. AII) WILL BGY

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11 00 am EDT 10 00 EST

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11:30 a.m. EDT 18:30 EST By Major Boxes Captel Family Major Well WRC WIIC WHYA WGY

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11:45 am EDT 10.45 EST HE PER STANDARD WHAT WHAT

Afternoon

12:00 Noon EDT 11:00 am EST

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12:30 p.m. EDT 11:30 a.m. EST NBC - United to Change Round Tabe WEAF WELL WITC WRC WELLSON WILL

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12:45 p.m. EDT 11:45 a.m. EST
(B* 15 d d W P at talk WABC
by M. W. H. A.

AB—Or, a F h ee WIF
W. H.—Martal Program
W. R.—The O , Observer

1:00 p.r. EDT 12:00 Noon EST
NRC LC to Romary WEAF WGY
WH WHC WRC
CRS-Ann Leaf organist WABC
WORD WJAS WCAL W SV WDRC

WAAB
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WMC ACTUMENT Trust Per od
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1:15 p.m EDT 12:15 EST AB - R T T TO THE WIP WIP 1:30 pm. EDT 12:30 EST

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* NBC -Surprise Party, Mary Small
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1.45 p.m EDT 12.45 ES1

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ALAF WILLIAM WALLAND

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2.30 pm EDT 1-30 EST

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NBC-Concert Artists W7/ WM1.
NHAM KI KA NBZ WB4L WKA West Francischer

2:45 p.m. EDT 1.45 EST

* CB5-Tito Guizar, tenor: WARC
W KO WJ-1 WIBZ WAY WDKC

WOAL

3:00 p.m. EDT 2.00 EST

NBC 1-300 Pritire Time WEAF

WEEL WILL WAC WISH WGY

CBS Detroit Symphony Orchestra

WABC WCK, WIRC WIBZ WJAN

WAC WCH.

BY A CLUS ROLL WAZ KLIKA

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3 15 pm EDT 2:15 ES

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3:30 p.m EDT 2:30 EST

AB-W(1 1 2 3.45 p.m LDT 2:45 EST

4:00 pm EDT 3:00 EST MC-1 r B KATE OF F WEAF WCY WALL MAN ME WILC WILL

4:15 p.m. EDT 3-15 EST NRU MRC II) BLE A GO TO WEAF WORLD BUT LEEL WLIT WEAF WEAF WEAF WEAF WAS A STREET WAS A

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4.45 mm. EDT 3.45 EST

* NBC—Harret Ware Birthday Annual Control of Party Mar. MPV4

MPV4 AVAL MBAL MBZ

ABS torres Party MP

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5.00 p.m. EDT 4:00 EST

CBS The Party as WARC WORO

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Night

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WORL MIST WAL MERC WIBZ

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ADA - Books I Resone

6-30 pm EDT 5-30 EST

** NBC - Battmore Band Concert

** NBC - WALL WALL WALL

** WALL WALL

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6.45 B.m. EDT 5:45 EST
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CBS—Peter the Great WIBC

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** NBC—Charte Preving Orchestra:

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CBS—Columbia Variety Hour:
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WAR WAS WARC WORC WOKO
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WOS Director 1887

8:45 pm. LDT 7.45 EST

ABS-46 Fores, of Fron WIP

WOLL rise repers

9:00 pm EDT 8.05 EST

** NBC Headiners Broadcast from
Fis Will VBZ WIN KDSA

** NBC-Manhattan Merry Go Round

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WEST

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9.15 p.m. LDT 8 15 EST 111-

4.30 pm EDT 8730 ES1

* CBS—Fred Warngs Orchestra
WAR WORD WAYN WALL WAYS
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* MBC Madame Schumann Heink;
N / Mad WHAN N.J. 1 MBAL

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18:15 D.M. EDT 9:15 EST

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18:15 D.M. EDT 9:15 EST

10.30 n.m. EDT 9 30 EST WHILE WELL WEST WEST WEST

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12.45 am EDT 11.15 p.m EST

1:00 am. EDT 12 Mid. EST 1:30 am FDT 12 30 EST

2:00 am. FDF 1 00 EST

New Programs, Changes

(Time Shown Is Eastern Daylight)

Sunday, August 26

The Southernaires Quartet" famous NBC Negro victs, harmony group noted from coast to coast for their distinctive readit is of sings of their race victorial from the Babin guests at 131 p.m. of er an NBC-WIAI retwork 131 p.m. of er an NBC-WIAI retwork 131 p.m. of er an NBC-WIAI retwork 131 p.m. of er an NBC-WIAI repraces the Windy City Result on the CBS rework it 5.5 p.m.

In Believe and his popular of hestrafform the Hate St. Moritz in New York City, will be the Hill of Lame guest crochestral timight at Hill p.m. over an NBC-WIAI network.

In Crown run prominent organ it has

If a construction of the property of the set of a serie. I programs were all NBC-WIA1 network in Southy exening a 11115 p.m.

Monday, August 27

Alr I die W. S. cheron: Executive Director of the W.c. P. active S. Inc. Will. P. active S. Inc. Part. S. Verrs E. the over the W. A.C. CBS between from 3.15 t. 4.p. m. From a discontinuous description of the Caster Caster Caster of the S. W. A.B. The S. W. A.B. The S. C. Caster Caster Caster of the S. S. C. Caster Caster Caster of the S. C. Caster of the S. Caster of the S. C. Caster of the S. Caster of the S

Tuesday, August 28

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Wednesday, Aug. 29

Ann lost committee organist replices the Li Force Bernoun Mais on the WABC-CBS network on 31, 13m p.m. The Voice of Gold Testar of Decora National Contration is row heard every Weine day at 4-5 p.m. over an NBC-WIZ setwork.

Thursday, August 30

Die e Britain Berten instructor a Prive. Therapy at the college of Physics so I Surgeons Colonbust inversity with so the Andemy of Messer prigram or the CBS share from 145 to 11 and 145 subject. When lever Is of Viv.

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Friday, August 31

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Saturday, September 1

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Beginning Sunday Evening Scot (the 7-30 PM, FDT on WARC WAAB WDRC WCAT WEAN WJSV WHP WHEA MJAS Also every Thursday 12:30 P.M., E.D.T.

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AB'—Ivic Into WIP

WC-H The Morning Shopper

WEH I do the Institute

WGY—Anestte McColleagh

WIW Sat a d Peanuts harmony

WOR-George Diddy, hyptore

175 am EDT 8/15 EST

NBC Den Hall tro WTAF WIFT

WGY WRI WEFT WIW WISH

CBS—Harlories in Convist WABC

WDRC WOAS WNAC WCKO WLBZ

WAU

WYNL Brodest Clib (NBC) WOR Phythin English 9:30 am EDT 8:30 EST

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W. E. AR.—C. T. Class Uniform WIP

RINAL Work do Thoughts

WEET N. S. M.)

W.C. Mass one Devotions

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10:00 a.m. EDT 9.00 EST

NRC Received do R. and W. Fr.

10:00 a.m EDT 9 00 EST

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(BS-R) or Green WAS WORD

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Star * Indicates High Spot Sele tions

10:30 am EDI 9.30 EST WAR BIR ABC = a a c fa age WEAF WAR ACSH STIC WFEI CLSS S a W WCAJ WIAS WAR AGEN WER ACKO
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WPAL—A ket Report (10 Mm.)

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WGM—Marcha and Hil
WHAM Jack Fox, songs
WMAC News and Weater
Work Vice of Gell
12:30 pm EDT 11:30 a.m. EST
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CBS At Kiler's Orchestra WABC W/KO WJSV WIBZ WAAB WCAU

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2:00 pm EDT 1:00 EST BC Pear, are Name WE WIIC WILL WCSH WRC

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2:43 pm, EDT 1:45 EST
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3330 B.M EDFF 2330 ESF

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5:00 pm EDT 4:00 EST

* CBS—Allow of Popular Classics

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(15) In the Air Leight WABC

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5-15 pm EDT 4-15 EST

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WIII—RADIO GUIDE PROGRAM:

Lee Lave e Dorothy Almson

Paint

Paint WCL. In Str. Times House 5 30 pm EDT 4:30 EST NR - A. for S R fors MEAF WITH WEEL WCSH WGY WIC S Tack Aristone sketch WABC

WAAB BC Jecke Heller sooms WJZ WAXI WILLY KDKA WBZ WMAI

WINT WHAT KOKA WBZ WMAI WIT - See Bear S Toy Band WAT Well to Mart Work Forum FDT 4:45 ESI NBC Opened of Quitet WEAF WRC WRAA W II A HC ABC FIRM Annie WJZ KOKA WBZ

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6.00 n.m. EDT 5:00 EST C Al Pearce's Gang, WEAF WLW

BY Peter Blo's Orchestra WABC WAN WOKO WAAB WCAU WJAS WULIC

White Nee X Sixters WJZ WMAL WBZ WBAL KDhA Den and Svivia sketch WCSIF News Trade Review, Sports Wr. The Evening Taitler WGY -Evening Brailes WIMA Edward May organist WDZ trade Loc Children's program WMAC News 6:15 p.m. FDT 5-15 EST

6:15 pm EDT 5.15 EST BC U S A.my Band WJZ WBAL WHAM

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8 15 n.m. I DT 7 15 FST
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8:45 pm. EDT 7:45 EST

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Plums and Prunes

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Next, when auto radios first came into fashion several years ago several states developed winkles in their legislative brows and threatened to pass laws against radio equipping motor cars, lest drivers be lulted to lassitude by lifting lyrics—but scientific tests proved the exact opposite.

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By Evans Plummer

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Plums and-!

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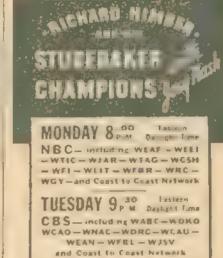
Foreign Reception

ALL-WAVE SETS Need this Special ANTENNA

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KIDIO GLIDE SUBSCRIBL TO

RADIO GUIDE PROGRAMS LEE LAWRENCE

WITH

Dorothy Allinson, pianist

WIP

Mondan, Wednesday and Saturday at 1:30 P.M.

Monday and Friday at 5:15 P.M.

9 00 0 m EDT \$ 00 F\$1

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Monday, August 27

10:45 p.m. PDT 9:45 EST

* NBC Democratic Republican Scress

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ABS Nicholas Garigis violinist

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WB7 -- News
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WOR Do You Know?

12.15 D.m EDT 11-15 a.m EST
NRC Marry Marry -- WJZ WBAL
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* CBS- Care Set and Od Lace":

Mr. Fairfax Knows the Answers

THE "AMERICAN ALPEM OF FAMILIAN MUSIC" program is cs "Dream Seriouse," as its theme rong Gus Hackers is orchestral, as for this program is a Miss. A. b. Heavier,

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| Scho | Times |
| I Only Have Eves for You | 32 |
| Fer All We Know | 29 |
| Pardon My Southern Accent | 27 |
| I Never Had a Change | 25 |
| The Very Trought of You | 75 |
| Worth My Eyes W oe Open | 25 |
| Leve n 8 pam | 24 |
| Moongrow | 20 |
| 1 Close My Eyes | 15 |
| Thanks for 2 Love y Evening | 17 |
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| Speakeasy Bolero | 28 |
| You're Blase | • 25 |
| Pardon My Southern Accent | 23 |
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| Spellbound | 19 |
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| With My Eyes Wide Open | 15 |
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\$2.30 INVESTMENT BRINGS \$16.00 CASH VITA SEAID POTATO CHIP CO Dept RH9 500 N Dembers Comago

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Programs 10 Belle . rd

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Tuesday, August 28

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10 20 pm EDT 9 30 FST

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11 00 pm EDT 10 00 EST * CBS-Tre Party Issues 114BC

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6.30 a.m. LDT 5:30 EST 6.45 a.m. EDT 5:45 EST NRC Health Exercises
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7:00 a.m. EDT 6:00 EST RDKA-Musical Clock

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7:15 a.m. EDT 6:15 EST
WAM AND EDT 6:30 EST B() c. Hrank x, tophonist:

7.45 am EDT 6.45 EST

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8 15 am FDF 7 15 EST NBC I . I . I . V C WRITE WAY I VERY WAY I V

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W.G. O.M., morring Devotions

W.O.P. Salping with Jean Abbey

10:00 a.m. EDT 9:00 EST

10:00 a.m. EDT 9:00 EST

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CB>-Mo. in States WABC WIAS
WORC WAAB WIBZ WCAT

NBC - Harvet of Song WIZ WBAL
ROBA WAAL WBZ WRVA

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WHAM - How of the sick
WARC - Book Care of the sick

OR We a Versla 10:15 a.m. EDT 9:15 EST BC Versland EDT 9:15 EST WC-JI WHI WWG WGY WRVA

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Afternoon

12:00 Noon EDT 11:00 a.m. EST BC -Al + Lee R or WEAF NOT WELL WRC

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2:00 pm. LDF 1 00 EST

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WIW | G. | C Burrhel | 5 Orchestra

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WITH Some Program

3:00 D.m. EDT 2:00 EST

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W SH BNAC Box Mon Wed Are I soubs 3:15 pm EDT 2.15 EST

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3.30 pm. EDT 2.30 EST CBS War WARE WARE WARE

ABI Woman's Radio Revue: WEAF WRVA WGY WELT WEI WEC WITC WMAL WUSH

ABS—Stock Quotations: WIP WLW Water Fulliss and Organ BRIA Vanes

3:45 p.m EDT 2:45 EST NBC Joe White teas WJZ WMAL WHAM WPAA WBAL ABY CICLERICS VICTOR WIP

ADKY Hada Values

WBA - Heart,

WBA - A - A - C. News

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1 30 p.m LDT 3 30 EST

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WOR A - r Astronomers

5:30 p.m. EDT 4:30 EST

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Night

6:08 p.m. EDT 5:00 EST
NBC -At Pearce : Gang WEAF WLW
* CBS -Tito Guizar, tenor: WABC * CBS - Tito Gaizer, tenor: WABC
WORD HAAR HOLD HAAS WDRC
WAV
ARE - Fire the News: WJZ
WM 1 LELY WBAL WBZ
ARS Moder, ex WIP
KORT en a 1 Salar sketch
WSH - New Trace Review
WF 1 - News West Evening Breaties
WHAM-Elisard May organist
WAAL News, Weather
WOR Eli Daiting's Orchestra

Sils p.m. EDT 5:15 EST

NBC-1: it Tro mi Whi e WIAF

CBS-Leward Wurtelach's Orch.:

WJSV

6:30 p.m. EDT 5:30 EST ABI (. one Hayes, songs

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6 15 pm EDT 5:45 EST

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7:60 p.m LDT 6 00 FST

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7 30 pm EDT 6 30 EST NBC Math. Mars co. r. WEAF WHO W Y

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* NBC-Jack Peacl, Orchestra:

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WEAF MAKER PRO Section: Section:

Local Studio Peeps

By Murray Arnold

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Theme Songs That "Click"

GOODRICH Tirestones FISK and OTH YOU CAN'T BEAT OUR PRICES BALLOON TIRES Science | Second TRUCK BALLOONS

State

State GOODWIN TIRE & RUBBER CO., Dept. 2233 1840 South Michigan Ave.



R.30 p.m EDT 2-00 EST

* NBC Wayne Kings Orchestra
No. 10 W. 51 WLIT WGY WITC

* LBS-Everett Maister 5 Broadway
Vallet WAR WAR WAR WAR

h 41 WAM

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Wednesday, Aug. 29

Continued from Preceding Page

9.30 p.m EDT 8 30 EST 9:45 pm FDT 8-45 EST

Programs to

Be Heard

* CBS-By a Expension WABC

* NBC G - Lombardo s Orchestrar

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10 '0 p.m 1D1 9 .0 EST

* NBC T 2 OFFE A 2 .32 M. M.

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11-15 p.m. EDT 10-15 EST

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10 15 am EDF 9 15 EST

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8 30 p.m LDT 7:30 EST

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Sportscasts of Week

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Coming Next Weekt

Showboats-Then and Now By Charles Winninger

If You Fajor the "Shouboat" Hour, or It You Don't, You Will Read with Special Interest W hat Cap'n Henry (Charles Winnurger) Has to Say About Showbouts of Ancient and Modern Days

The Bandits of Burr Oak

Daring Holdup and Sensational Gunfight Between Three Desperadoes and the Police-and Radio's Part in Defending Lau -in a Thrilling Real-Life Radio Detective Drama

And an Issue Packed with Feature Stories of the Stars

Bandstand and Baton

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Columbia Network*

45 MINUTES IN **HOLLYWOO**

Sorden's sensational program

* IT'S HOLLYWOOD FROM THE INSIDE!

Pre-views of the best current pictures

V Famous Stars in Person

√ Studio Gossip by Cal York

Music by Mark Warnow

*For stutions | see Radio Goide Listings

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TYPISTS' ASS'N, 1719 Hunter Bldg, CHICAGO



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Cash partients will be a from ad to refer to the form of tise and published in Orchestra World' Send is any of your mal ma, twords or many his ay to be found suitable for radio entertainment RADIO Mt SIC Gt ILD, 1600 Broadway New York Tune in every sunday at 3:45 P. M. Sta. WINS.

Continued from

Preceding Page

9:00 pm EDT 8:00 EST * NBC-Castan Henry S Show B

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CBS-BORDEN'S PRESENTS FOR

10:15 p.m. EDT 9.15 EST

Thursday, August 30

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By Carleton Smith

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Friday, August 31

11.00 pm. EDT 10.00 EST

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11.15 pm EDT 10.15 EST

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WGY Cast a fletter WIW Saits Resers blessinger 11:45 a.m. EDT 10.45 EST

Star * Indicates High Spot Selections

WJA Connect Microlanes (CBS) WLW - Ported Dreams WOR War r Mac, songs

Afternoon

12.00 Noon EDT 11:00 a m. EST

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WLV-M M. River, organ and poems

414 South State Street, a restaurant, Go to 414 South State Street . .

The police radio alarm-that marvel of The police radio alarm—that marvel of 20th Gentury science, made possible by diligent and honest research workers, was broadcast before Stein could have gone a city block. Dozens of people pointed out the direction in which he had gone—but once again the man who could vanish like Houdini, had done just that.

lake Houdini, had done just that.

He did it again the next night from a restaurant on North Halstead Street—and the night after that he burglarized a store and an apartment in the same building, and was away before the radio dragnet could close around him. So far this laughing killer had committed a crime a day—like a sort of devil's Boy Scout doing a daily bad deed. Now he really went to work. to work.

That same night—after his double burg-lary—Stein was standing under the roar-ing tracks of the elevated railway at Lake and Wabash Streets, in Chicago, holding up a tabloid newspaper—but not reading it. He was looking over it at a handsome, maroon-colored Buick sedan with a Wy-oming license. A well-dressed, respectable man and woman were just getting in.

"O sole mi-o-o," sang the blond killer as he stepped forward and threw his paper away. He gave one swift look around. The bright and busy corner was thronged with cars, taxis, pedestrians. Overhead the "L" rumbled again, A traffic-policeman on the opposite corner blew his whistle.

"Excuse me, ma'am," said Stein, just as the lady was closing the door of the se-dan. In front of her face he thrust one of the badges he had taken from the night watchman in Decatur. "What is your name, sir?"

"Rouse—John E. Rouse," replied the puzzled but law-abiding citizen behind the wheel. He did not doubt Stein was an officer. Stein squeezed in beside Mrs. Rouse—flipped out his gun and pressed it into her side.

"This is a stickup, see?" he snapped. "Drive-or I shoot!"

On a dark and lonely road on the out-On a dark and lonely road on the out-skirts of the city, where he had made them drive, Stein bound both man and wife with adhesive tape, after robbing them. "I'm working pretty hard these days," he told them, with great good hu-mor. "You see, I'm going to get married, and a guy needs dough when he's getting married, don't you think so? O sole mi-o-o, ta-tya-ta-ta-ta!" To the strains of this touching little lullaby, the musical murderer carefully tucked husband and wife in with their own automobile rug.

The First Weak Link

"This'll keep you snug and tight all night," he said and drove happily away in their car. He was singing "ta-tya-ta-ta-ta" at the top of his voice as he and ta-ta" at the the Buick v. the darkness, vanished down the road in

But Stein had made his first real error. He didn't double-tape his victim.

Rouse became frantic. A night of ex-posure in November weather—what might that not do to his wife? Madly he tug-ged at his bonds—quickly freed himself and Mrs. Rouse. As a result, the radio alarm went out hours before Stein ex-

"Calling all cars—calling all cars—be on the lookout for a maroon Buick sedan, stolen by an armed bandit. Calling all

The maroon Buick drove smartly up to a gas station on West 95th Street. "Fill er up!" Stein said pleasantly to Ed Danford. "And shell out!" he added, jerking up his gun when the tank was full. "This is the life," he said as he drove away. "Tell 'em Houdini the second got your o-day. O sole mi-o!"

And so another radio call went out:

"Calling Car 34—Calling Car 34—Go to 1608 West 95th Street. A bandit in a maroon Buick sedan has just held up a gas station at 1608 West 95th Street. All cars he on lookout for . . ."

So Stein headed east on 95th St. And in a few minutes—after Ed Danford, the gas station attendant had been inter-

The Musical Murderer

viewed—Car 34 was nosing along behind; many blocks behind, but still on Stein's trail. It was a slim clue, but Sergeant Florian Smuczynski, who was in charge of the radio squad car, followed a route which he thought the bandit might have taken through that part of town.

Far up ahead of them, Stein suddenly arked. He had noticed a diraly lighted tayern and decided that money might be

The proprietor and seven customers glanced at the door as Stein entered. He came in smiling and humming, looked the place over swiftly and jerked out his gun.

place over swiftly and jerked out his gun,
"All right, boys," he said and chuckled.
"Line up." With their hands in the air,
they obeyed. Stein took them one by
one and, with amazing definess, lifted
watches and money. He was just taking
the cash from the till, when, far away
but coming closer, sounder the wail of
a squad car's siren.

Stein stonged dead, He knew that he

a squad car's siren.

Stein stopped dead. He knew that he had left the stolen car in the street with the engine running, parked on the wrong side. He sensed that by now, a description of the car must have been broadcast. Suddenly he laughed.

"I'm too smart for 'em!" he said exultantly. "Here, you guys—get into that little room over there— "He pointed to a small back room that stood open. "We can't all get in th—" began the proprietor.

"Get in there!" rasped Stein, poking unmercifully with the hard muzzle of the gun. The siren was coming closer now. All eight men were trying to get into the tiny room. Stein put his shoulder against the last one, shoved, and closed the door was a there.

A Genial Barkeep

"If one of you makes a peep," he shouted, "I shoot through the door!" Working with almost superhuman strength and speed, he pushed barrels and hoxes against the door. "O sole mi-o-o-o!" he sang as, leaping behind the bar, he donned a white apron, snatched up a glass and a towel. The siren waled outside.

The siren waled outside.

Stein was polishing glasses when-as he expected—the police came in. He looked

Stein was polishing glasses when—as he expected—the police came in. He looked up, smiled.

"How are you, fellows?" he inquired blandly, "If there's anything you want, make it snappy. I'm just closing up," Nodding a greeting to this "barkeep", two policemen walked to the back of the saloon, peering. One—Officer John Trecker—stayed at the door.

Stein came from behind the bar. Humming casually, he tried to pass Trecker. The policeman thought this strange.

"Just a minute," he said, still with no thought that this might be the man they were seeking. "Where are you going?"

"Get out of the way," snarled Stein, "or I'll give it to you!" He reached for his gun. Trecker leaped on him—the other policeman came running and Stein dropped, stunned with a gun-butt.

Radio had caught Stein—but it wasn't through with him yet. So far, there was nothing to connect him with the State Street murder. On the morning that he was being taken to Felony Court—while he was actually in the squad car—a radio call came for that particular car, directing its officers to bring Stein to the office of the Chief of Detectives.

There, Stein was confronted with the evidence that his fingerprints had been found on a ketchup bottle and a water glass in the White Way Bar, where Broomell the cook had been murdered.

Stein confessed: He pleaded guilty and was sentenced to 99 years for murder.

It came out at the trial that he had been an escape artist—as he had claimed—with a circus. Also he had served time in the Indiana Reformatory and the Montana penitentiary. He was 24 years old.

"You are a dangerous man," the judge told him, in passing sentence. "I have no doubt that right now you are scheming how you will work your way out of the penitentiary.

Stein just grinned, As they led him

away he was still humming "O sole mio." He has a long time to hum it! The name and identity of the girl he

intended to marry never were disclosed.

In Next Week's Issue of RADIO GUIDE The Bandits of Burr Oak

They held up a bank, those three desperados, and got away with a fortune,—
But they didn't count on the power of Radio—nor did they realize that a man cannot be buried in sand and stay alive! Read this thrilling story in Radio Guide, issue dated Week Ending September 8.

Name-the-Stars Entries Swamp

competitors—as well as judges—are waiting impatiently while scores of tabulators are busily engaged in separating the thousands of entries received in Rabio Guine's "Name the Stars"

separating the thousands of entries received in Ramo Guine's "Name the Stars"
competition.

From every state in the union, as well
as from Canada and many foreign lands,
these entries have come in by the myriad,
So voluminous has been the response to
this contest that it has been necessary to
engage an extra force of trained workers
to sort and compile the answers received.
Two and sometimes even three shifts are
working day and night to prepare the returns for the judges, into whose hands
this tremendous total of solutions soon
will be placed.

Many of the solutions are strikingly interesting. Large numbers are presented
uniquely—in the style of electrical displays, mechanical devices, and other moving or decorative forms. While this ingenuity is appreciated, the rules of the
contest are such that no special consideration can be given in such cases.

A striking example of this damerous

contest are such that no special considera-tion can be given in such cases.

A striking example of this eleverness in presentation is furnished by a large display prepared in the form of a giant copy of Ranio Guine, which opens to re-veal the solutions to the many puzzles, and which lights up electrically, Another interesting device is made of metal, somewhat in the form of the Eifel

Lulu Belle

in Rapm Gume in an éarly issue.

Tower of France. It stands several feet

in height, and the solutions are hung on brackets which revolve on a central swivel,

brackets which revolve on a central swivel.

Another device, extremely intricate, revolves when propelled by an electric motor. It carries advertising messages which turn and change on cylindrical wooden rollers.

Judging of these and the tens of thousands of other entries will go forward at an early date—just as soon as the tabulators have completed their work of preparing this colossal mass of material. Announcement of the winners will be made in Rapin Grant in an early issue.



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Over 40 Radio Artists including the Cum-Over 40 Radio Artists including the Cumberland Ridge Runners, Linda Parker, Maple City Four, Spare Ribs, Bob Ballantine, Housier Hot Shots, Uncle Ezra, Louise Massey, Mac and Bob and the Westerners. A rollicking program of old time singing, dancing and homespun fun, Brought to you direct from WES, Chicago, every Saturday night over station

WJZ-WBZ 10:30 P.M., E.D.T. SPONSORED BY ALK'S SELTZER

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Program Locator

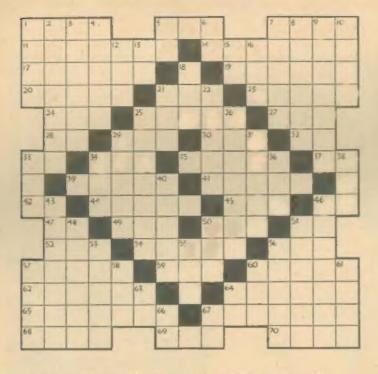
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| A. C. Spark Plug Co | |
| Academy of Medicine | CBS-WABC 10:45 a.m., Thursday only |
| Accordiana | CBS-WABC 8:30 p.m. |
| Airbreaks | Tuesday unly .NBC-WEAF 2:00 p.m. |
| | Friday only |
| Album Familiar Music | NBC-WEAF 9:30 p.m. Sunday only |
| Allen, Fred, comedian | ,See Town Hall Tonight |
| Ames, Mary Ellis, talk . | Wednesday and Friday |
| Armour Co | .See Phil Baker |
| Armstrong, Jack, sketch | Frene Beasley |
| | Daily except Sunday |
| Arnold, Gene, commentator | Sunday only |
| Bab-O. Little Miss | .See Mary Small |
| Baker, Phil, comedian | NBC-WJZ 9:30 p.m. Friday only |
| Batchelor, Billy, sketch | NBC-WEAF 6:45 p.m. |
| Barthell, Betty, songs | Daily ex. Sat. & Sun. |
| | Mon., Wed. & Friday |
| Barton, Frances Lee, talk | Thursday only |
| Baseball Resume | .NBC-WEAF 7:00 p.m. |
| | Daily ex. Sunday NBC-WEAF 11:00 p.m. |
| | Sunday unly |
| Bayer Aspirin | |
| mayer waterin | Lace |
| Beale Street Boys, quarte | Album of Music t.CBS.WARC 2-30 p.m. |
| proir Study model done | Sunday only |
| | CBS-WABC 7:00 p.m. Tuesday only |
| | NBC-WJZ 9:30 p.m. |
| Beauty Box Theater | |
| | Tuesday only |
| Benny, Jack, comedian | Friday only |
| Benson, Bobby, songs | Daily ex. Sat. & Sun. |
| Betty and Bob, sketch | .NBC-WJZ 4:00 p.m. |
| Bill and Ginger, songs | Daily ex. Sat. & Sun. |
| Bill and Ginger, songs | Mon, Wed. & Fri. |
| Bl-Si-Dol | See Everett Marshall |
| Ride wounty lambored . | Monday only |
| Bond Bread Bakers | See Crumit and Saa- derson |
| Bordens Sales Co | |
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| | Forty-Five Minutes in Hollywood |
| Bordoni, Irene, songs | in Hollywood NBC-WEAF 7.45 p.m. |
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| Breaklast Club Breen and de Rose, songs Bristol Meyers Co. Buck, Frank, adventures Byrd Expedition Cadets, male quartet Camay Soap Campana's Italian Balm . Carefree Carnival, variety Carter, Boake, news Chase and Sanborn Cheramy, Inc. Chicago Symphony Cities Service Co. Colgate-Palmolive-Pest Co. | im Hollywood NBC-WEAF 7.45 p.m. Thursday only CBS-WABC 7.15 p.m. Monday only NBC-WIZ 9.00 a.m. Daily except Sunday NBC-WEAF 10.00 a.m. Daily ex. Sat. & Sun. See Town Hall Tonight NBC-WIZ 7.45 p.m. Daily ex. Sat. & Sun. CBS-WABC 10.00 p.m. Wednesday only NBC-WEAF 11.30 p.m. Sunday only NBC-WEAF 11.45 a.m. Monday & Friday See Dreams Come True See First Nighter NBC-WEAF 12.15 a.m. Saturday only CBS-WABC 7.45 p.m. Daily ex. Sat. & Sun. See Jimmy Durante See Maxine NBC-WIZ 4.30 p.m. Daily ex. Fri. & Sun. NBC-WIZ 4.30 p.m. Daily ex. Fri. & Sun. NBC-WEAF 9.30 p.m. Saturday only NBC-WEAF 9.30 p.m. See Jimmy Durante See House Party Beauty Box Theater |
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| Breaklast Club Breen and de Rose, songs Bristol Meyers Co. Buck, Frank, adventures Byrd Expedition Cadets, male quartet Camay Soap Campana's Italian Balm Carefree Carnival, variety Carter, Boake, news Chase and Sanborn Cheramy, Inc. Chicago Symphony Cities Service Co. Colgate-Palmolive-Pest Co. Columbia Variety Hour Columbo, Russ, baritone | im Hollywood NBC-WEAF 7.45 p.m. Thursday only CBS-WABC 7.15 p.m. Monday only NBC-WIZ 9.00 a.m. Daily except Sunday NBC-WEAF 10.00 a.m. Daily ex. Sat. & Sun. See Town Hall Tonight NBC-WIZ 7.45 p.m. Daily ex. Sat. & Sun. CBS-WABC 10.00 p.m. Wednesday only NBC-WEAF 11.30 p.m. Sunday & Friday See Dreams Come Trus See First Nighter NBC-WEAF 12.15 a.m. Saturday only CBS-WABC 7.45 p.m. Daily ex. Sat. & Sun. See Jimmy Durante See Jimmy Durante See Maxine NBC-WIZ 4:30 p.m. Daily ex. Fri. & Sun. See Jimmy Durante See Maxine NBC-WIZ 4:30 p.m. Daily ex. Fri. & Sun. See House Party Beauty Box Theater CBS-WABC 3:00 p.m. Sunday only See House Party Beauty Box Theater CBS-WABC 3:00 p.m. Sunday only NBC-WEAF 12:15 a.m. Sunday only |
| Breaklast Club Breen and de Rose, songs Bristol Meyers Co. Buck, Frank, adventures Byrd Expedition Cadets, male quartet Camay Soap Campana's Italian Balm Carefree Carnival, variety Carter, Boake, news Chase and Sanborn Cheramy, Inc. Chicago Symphony Cities Service Co. Colgate-Palmolive-Peet Co. Colgate-Palmolive-Peet Co. | in Hollywood NBC-WEAF 7.45 p.m. Thursday only CBS-WABC 7:15 p.m. Monday only NBC-WIZ 9:00 a.m. Daily except Sunday NBC-WEAF 10:00 a.m. Daily except Sunday NBC-WEAF 10:00 a.m. Daily except Sunday NBC-WEAF 10:00 a.m. Daily ex. Sat. & Sun. CBS-WABC 10:00 p.m. Wednesday only NBC-WEAF 11:30 p.m. Sunday only NBC-WEAF 11:45 a.m. Monday & Friday CBS-WABC 11:45 a.m. Monday & Friday See Dreams Come True See First Nighter NBC-WEAF 12:15 a.m. Saturday only CBS-WABC 7:45 p.m. Daily ex. Sat. & Sun. See Jimmy Durante See Maxine NBC-WEAF 12:15 a.m. See Jimmy Durante See Maxine NBC-WEAF 4:30 p.m. Daily ex. Fri. & Sun. NBC-WEAF 4:30 p.m. Sunday only NBC-WEAF 12:15 a.m. Sunday NBC-WEAF 12:15 a.m. |
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| Breaklast Club Breen and de Rose, songs Bristol Meyers Co. Buck, Frank, adventures Byrd Expedition Cadets, male quartet Campana's Italian Balm Carefree Carnival, variety Carter, Boake, news Chase and Sanborn Chicago Symphony Cities Service Co. Colyate-Palmolive-Pest Co. Columbia Variety Hour Cotumbo, Russ, baritone Continental Oil Co | in Hollywood NBC-WEAF 7.45 p.m. Thursday only CBS-WABC 7.15 p.m. Monday only NBC-WIZ 9.00 a.m. Duily except Sunday NBC-WEAF 10.00 a.m. Duily ex. Sat. & Sun. See Town Hall Tonight NBC-WEAF 10.00 p.m. Daily ex. Sat. & Sun. CBS-WABC 10.00 p.m. Wednesday only NBC-WEAF 11.30 p.m. Sunday only NBC-WEAF 11.45 a.m. Monday & Friday See Dreams Come Trus See First Nighter NBC-WEAF 12.15 a.m. Saturday Only CBS-WABC 7.45 p.m. Daily ex. Sat. & Sun. See Himmy Durante See Maxine NBC-WEAF 9.30 p.m. Daily ex. Fri. & Sun. NBC-WEAF 9.30 p.m. Sunday only NBC-WEAF 9.30 p.m. Sunday only NBC-WEAF 4.30 p.m. Sunday only NBC-WEAF 9.30 p.m. Sunday only NBC-WEAF 12.15 a.m. Sunday only |

| In Eastern Daylight | Time. Subtract O |
|---|--|
| Crocker, Betty, talk | NBC WEAF 10:45 a.m. |
| Crumit and Sanderson, | Wednesday & Friday .CBS-WABC 5:30 p.m. |
| Cutex | |
| Death Valley Days, sketch. | chestra .NBC-WJZ 9:00 p.m. Thursday only |
| Denny, Jack, Orchestra | |
| Detroit Symphony | |
| | CBS-WABC 4:00 p.m. Tuesday only |
| | CBS-WABC 9:15 p.m. Wednesday only |
| Niela Plana | CRS-WABC 9:00 p.m. Saturday only CBS-WABC 6:45 p.m. |
| Disie Circus Dreams Come True | Monday only |
| Dr. Miles Laboratories | Monday & Thursday |
| Dragonette, Jessica, sopran | |
| Durante, Jimmy, comedian | |
| Echoes of the Palisades | |
| Ellison, Jane, talk | |
| Ex Lax Co | |
| Firestone Tire & Rubber Co | Wife Saver |
| First Nighter, drama | |
| Fitch, F. W. Co | |
| Ford Motor Co | |
| Hollywood, sketch | CBS-WABC 10:00 p.m. Thursday only |
| Garber, Jan. Orchestra | |
| Gene and Glenn, comedy . | .NBC-WEAF 7:15 p.m. Daily ex. Sat. & Sun. |
| General Mills Inc General Foods Corp | |
| General Tire & Rubber Co | Betty Crecker |
| | . See Madame Schu- mann-Heink |
| Gillette Safety Razor Co. Gluskin, Lud | |
| Gold Dust Corp | .See Silver Dust Sere- naders |
| Gold, Empire Co | The state of the s |
| Gordon, Dave, Bunny, tric | CBS-WABC 5:45 p.m. Monday & Wednesday |
| Grape Nuts | c |
| Tea Co | See Horlick's Gypsies |
| Hall of Fame, variety | Sunday only |
| Hall, Wendell, songs | Sunday only |
| Harris, Phil, Orchestra | Friday only |
| Headliners | Sunday only |
| Health Exercises Hecker H-O Cereal | Daily ex. Sunday |
| Heller, Jackle, tenor | |
| Himber Richard, Orchestra | |
| | CBS-WABC 9:30 p.m. Tuesday only |
| Hinze Ambrosia, Inc Hollywood on the Air | .See Your Lover |
| Home Sweet Home | Sunday only |
| Honeymooners, duet | NBC-WJZ 11.00 a.m. |
| Manual Particular support | NEC WEAR SOOn m |
| Harlick, Harry, Gypsies . | NBC-WEAF 9:00 p.m. |
| Marine Party | NEC-WEAF SISURE. |
| Donald Novis, Joe Cook I. J. Fox. Inc. | See Irene Bordoni |
| individual prinking Cups | See Town Hall Tonight |

| In Eastern Daylight | Time. Subtract (| One Hour for Easter | rn Standard Time, |
|--|--|---|--|
| Crocker, Betty, talk | NBC WEAF 10:45 a.m. Wednesday & Friday | Joison, Al, singing comedia | nNBC-WEAF 10:00 p.m. Thursday only |
| Crumit and Sanderson, | | K-7 Spy Story | |
| Cutex | Sunday only | Kennedy, John B., news . | |
| Death Valley Days, sketch. | chestra | (Continental Oil Co.) | NRC-WJZ 10:30 p.m. |
| Denny, Jack, Orchestra | Thursday only | King, Wayne, Orchestra : | |
| Detroit Symphony | Wednesday only | | Sunday & Monday NBC-WEAF 8:30 p.m. Tuesday & Wednesday |
| mensar almbinary server | Sunday only CBS-WABC 4:00 p.m. | Knight, Raymond, comedia | |
| | Tuesday only CBS-WABC 9:15 p.m. | Kraft Phoenia Cheese | |
| | CBS-WABC 9:00 p.m. | Lady Esther Co | See King's Orchestra |
| Disie Circus | | Landt Trio and White | Daily except Sunday |
| Dreams Come True | | (Parmelee System, Inc.) | NBC-WEAF 6:15 p.m. Mon., Wed. & Friday |
| Dr. Miles Laboratories | | Frank Munn, Muriel Wil | |
| Dragonette, Jessica, sopran | Friday only | Leaf, Ann. organist | |
| Durante, Jimmy, comedian | NBC WEAF 8:00 p.m. Sunday only | | Sunday only CBS-WABC 3:00 p.m. |
| Echoes of the Palisades | NBC-WJZ 10:30 p.m. Thursday only | | CBS-WABC 2:00 p.m. |
| Ellison, Jane, talk | CBS-WABC 11:45 a.m., Wednesday only | Little Orphan Annie | |
| Ex Lax Co | | Lombardo, Guy, Orchestra | Daily ex. Sunday NBC-WEAF 10:00 p.m. |
| | Wife Saver | Lucas, Nick, songs | Wednesday only |
| First Nighter, drama | NBC-WEAF 10:00 p.m. | *************************************** | Sunday only CBS WABC 11:00 p.m. |
| Fitch, F. W. Co | Friday only See Wendell Hall | Lucus III | Wednesday only |
| Fleishmann Yeast Ford Motor Co. | | Luxor, Ltd | Time |
| Forty-Five Minutes In | | Lyman, Abe, Orchestra Frank Munn | Friday only |
| Hollywood, sketch | Thursday only | (Accordiana) | Tuesday only |
| Garber, Jan. Orchestra | Monday only | Lysol Major Bowes Family | NBC-WEAF 11:30 a.m. |
| Gene and Glenn, comedy . | Daily ex. Sat. & Sun. | Marine Band | Sunday only |
| General Mills Inc General Foods Corp | | Macrow, J. W. Co | Friday only See Cadets Quartet |
| General Tire & Rubber Co | Betty Crecker | Marshall, Everett, baritone | |
| Gerber Co | | (Schlitz Brewing Co.) | |
| Gillette Safety Razor Co. | See Gene and Glenn | Maxine, Ensemble | The second secon |
| Gluskin, Lud | See Silver Dust Sere- | Maxwell House Coffee | See Show Boat |
| Gold, Empire Co | | Merry-Go-Round, variety . | Sunday only |
| Goodrich, B. F., Rubber Co Gordon, Dave, Bunny, trio | CBS-WABC 5:45 p.m. | Metropolitan Life Insur- ance Co. | |
| Grape Nuts | Monday & Wednesday See Byrd Expedition | Modern Food Process Co Moore, Betty, talk | NBC-WEAF 11-30 a.m. |
| Great Atlantic and Pacifi Tea Co. | c | Morris, Phillip, Co | Wednesday only |
| Gulf Refining Co | See Headliners | Mueller, C. F. Co Mulsifled Cocoanut Oil | |
| Hall of Fame, variety | Sunday only | Shampuo | |
| Hall, Wendell, songs | Sunday only | | Tuesday only |
| Harris, Phil, Orchestra | Friday only | contraito | Sunday DRIY |
| Headliners | NBC/WJZ 9:00 p.m. Sunday only | Nat'l Farm and Home | Saturday only |
| Health Exercises | NBC-WEAF 6:45 a.m. Daily ex. Sunday | Hour | NBC-WJZ 1:30 p.m. Daily ex. Sat. & Sun. |
| Hecker H-O Cereal Heller, Jackle, tenor | The second second | One Man's Family, sketch, | |
| Himber Richard, Orchestra | Daily except Sunday | One Night Stands | NBC-WEAF 9:30 p.m. |
| Dillines Dictions Ortherna | Monday only CBS-WABC 9:30 p.m. | Oxel Trie | |
| Hinze Ambrosia, Inc | Tuesday only | Oxydol | See Ma Perkins Ivory Stamp Club |
| Hollywood on the Air | The state of the s | Parade of the Provinces . | .NBC-WJZ 10:00 p.m. Thursday only |
| Home Sweet Home | .NBC-WJZ 2:30 p.m. | Pearl, Jack, comedian | NBC-WEAF 8:00 p.m. Wednesday only |
| Honeymooners, duet | NBC-WJZ 11.00 a.m. | Persodent Tooth Paste Perkins, Ma., sketch | .NBC-WEAF 2:45 p.m. |
| Hoover Sentinels, concert. | NBC-WEAF 5:30 p.m. | Philips Dental Magnesia . | Daily ex. Sat. & Sun. See Booke Carter |
| Harlick, Marry, Gypsies . | Sunday only .NBC-WEAF 9:00 p.mMonday only | ramilys Denial Magnesia . | Waltz Time Abe Lyman |
| Rob't Simmons, tenor Household Finance Corp. House Party | : See Musical Memories | Plough, Inc. Prescott, Allen; Wife | |
| Donald Movis, Joe Cook. I. J. Fox. Inc. | .Monday only | Saver | Monday & Wednesday |
| Individual Drinking Cups | See Town Hall Tonight | manifety was all more | NBC-WEAF 9:45 s.m. Tuesday only |
| Ivery Stamp Club | .NBC-WJZ 7:00 p.m. Tues., Thurs. & Sat. | Previn's, Charles, Orchestr | Sunday 7:00 p.es. Sunday only |
| | | | |

| e) | |
|---|--|
| Princess Pat Players | |
| Radio City Symphony | Monday only NBC WJZ 12:30 p.m. |
| Radio Guild, drama | Sunday only |
| | Montalay only |
| Real Silk Hoslery Mills, Reiser Co. Inc. | |
| | Family. |
| Reisman, Leo, Orchestra: Phil Duey, baritone | |
| Revolving Stage | .NBC-WEAF 2:00 p.m. Monday only |
| Rich, Irene, sketch | .NBC-WJZ 7:30 p.m., Wednesday only |
| Richman, Harry, songs | NBC-WJZ 10:30 p.m. Wednesday only |
| Rogers, Buddy, Orchestra | .CBS-WABC 9:00 p.m. |
| Roth, Lillian, contralto | CBS-WARC 8:30 p.m. |
| Sal Hepatica | Monday only See Town Hall Tonight |
| Salt Lake City Tabernacie (Church Services) | CBS-WABC 11:30 a.m. |
| Schlitz Brewing Co | See Stoopnagle and |
| Schumann-Heink, Madame | Budd NBC-WJZ 10:00 p.m. |
| Show Boat, variety | Sunday only .NBC-WEAF 9:00 p.m. |
| Silver Dust Serenaders | Thursday only |
| Singing Stranger, vocalist. | Mon., Wed. & Fri. |
| Sinclair Minstrels | Tuesday & Friday |
| | Monday only |
| Small, Mary, songs (B. T. Babbitt Co.) Smith, Kate, songs | Sunday only |
| Soconyland Sketches | Mon., Thurs, & Fri. |
| Songs and Stories | Tuesday only |
| | Monday only |
| Stoopnagle and Budd, comedy | . CBS WABC 10:00 p.m. Friday only |
| Studebaker Sales Corp | |
| Summer Interlude | .CBS-WABC 9-30 p.m. |
| Sun Oil Co | |
| Talkie Picture Time | Sunday only |
| Tastyeast Theater | Sunday only |
| Tender Leaf Tea Thomas, Lowell, news | .NBC-WJZ 6:45 p.m. |
| Today's Children, sketch . | Daily ex. Sat. & Sun. .NBC-WJZ 10:30 a.m. |
| Town Hall Tonight | Daily ex. Sat. & Sun NBC-WEAF 9:00 p.m. |
| True Story Court of | Wednesday only |
| Human Relations | Friday only |
| Twenty Mule Team Borax Two Seats in the Balcony | NBC-WEAF 2:00 p.m. |
| U. S. Army Band | Wednesday only .NBC-WJZ 11:30 a.m. |
| U. S. Navy Band | Wednesday only .NBC-WJZ 11:00 a.m. |
| U. S. Tobacco Co | |
| Vallee, Rudy, variety hou | Thursday only |
| Voice of Firestone | .NBC-WEAF 8:30 p.m. Monday only |
| Waltz Time, | NBC-WEAF 900 nm |
| Wander Co | .See Orphan Annie |
| Ward Baking Co Waring, Fred, Orchestra | .CBS-WABC 9:30 p.m. |
| Watkins, R. L. Co | |
| Weich Grape Julce Co Wheaties | |
| Wheatina Corp White, Lew, organist | .See Billy Batchelor |
| Whiteman, Paul, Orchestra | Daily |
| Al Joison | .Thursday only |
| Yeastfoam | Daily except Sunday |
| Your Lover, songs | NBC-WEAF 4:00 p.m. Tuesday only |
| | - analy only |

Radio Guide's X-Word Puzzle



The solution to this puzzle will be published in next week's issue, in which you will find another absorbing puzzle

DEFINITIONS

HORIZONTAL -Legally 14—Tremendous 17—Canadian town near De-troit

-Starvation

19—Starvation
20—Bitter gum
21—Belsonging to us
23—Deceptive methods
24—Name of a sibilant letter
25—The little orphan
27—Slang for "reputation"
28—Initials of Viennese composer and opera director
29—High as low in a poker straight
30—Vapor
32—Italian and Spanish for

30-Vapor 32-Italian and Spanish for

yes"
33-Exists
34-Title of respect

35—Ascends
35—Ascends
37—New England (abbrev.)
39—Numbers featuring one
voice or instrument
41—Leading ladies of the opera
42—Toward
44—Role out
45—Sanky fish

-Snaky fish

45—Shaky thin
46—Act
47—In (just another synonym
for 42)
49—A wall; also a coin used
during the American Revolution
50—United States Navy (ab

brev.) 51-Company (abbrev.) 52-East Indian servants call their mistresses — Sahib 54—New Yorkese for "thirst" 56—Vehicle 57—Spread 59—Square measurement 57—Square measurement 60—Scrapes 62—Herb popular with felines 64—Popular radio trio, music-ally noted and denoted 65—Dollar bill 67—High-hattedness 88—Assigned city state 68-Ancient city-state 69-Metal is found in it 70-An old Gaelic language VERTICAL

3-Over
4-Pits
5-Preposition
5-Exciamation
7-Small, wild animal
8-Certain flowers

SOLUTION TO LAST WEEK'S X-WORD PUZZLE



the minister's
55-Anger
55-Menu
57-Scotchman
58-Tear apart
60-French for "cootie"
61-A colt's daddy
63-Italian river
64-District Attorney
66-Toward
67-Personal pronoun

9-Something that's bowled

9—Something that's bowled over 10—They're "Easy" on the air—and on the ear 12—Poetic expression 13—Musical note 15—Belonging to 16—Spoil 18—Race

18—ttace 21—Singular 22—Taut 25—He files through the air but can't get on the air 26—Simplest 29—Sickened

31—Commonest number thrown with two dice
33—Sweet as apple cider
34—Turf
36—Never was another gal like
38—Self

38—Self
40—Island in the Pacific
43—New York political organization
46—The coroner in Van Dine's detective stories
48—Rock back and forth
50—Employ
51—Many have found it, more are seeking it, in radio
53—Scotch for a home, usually the minister's
55—Anger

The Cover Girl

orothy Page, titian-haired NBC contraito whose features lend loveliness to the cover of this week's Radio Guine, always has "mike fright something fierce." This started when she won a Paul Whiteman audition contest in Buffalo in April, 1932, and has been going on ever since.

Buffalo in April, 1932, and has been going on ever since.

Following this baptism of fear, Dorothy was immediately signed by Seymour Simons as a featured contralto, and toured with his band for two years, enjoying microphone chills every day. Now she solos for NBC-WJZ, on sustaining hours Tuesdays, Thursdays and Fridays—when she is not driving her own car with the radio turned on so that she can listen to other people.

Dorothy is a native of Northampton, Mass.

Her father was in the contracting busi-

ness there. As a small girl Dorothy loved nothing better than to play on the sand piles near the construction jobs her father

was interested in.

College bred, Dorothy wanted to be a secretary, and actually got started in this work with the Curtis Publishing Company in Philadelphia, But her face was more important to the company than her fingers, so they put her on front covers of the Ladies Home Journal and the Saturday Evening Post. She also modeled for posters used in tuberculosis and anti-natoric drives.

narcotic drives.

Her favorite dish is sauerbraten and pancakes—with spaghetti coming a close second. Her favorite sport is horseback riding—though she swims so well that once she saved a friend from drowning. She also plays basketball and tennis. Her favorite symbolic is to own a farm favorite ambition is to own a farm.

RADIO GUIDE is paying

RADIU JINGLES try your skill-its Free!

Winners of Jingle No. 3

barber whose name was McKay.
as shaving a man named McFay.
Said McKay to McFay.
"Rudy Vallee I'll say

1st Prize \$25 J. L. Woosley Carlisle, Arkansas "Plays 'I.' out of 'play' to get 'pay'!"

2nd Prize \$15 Mr. Stanley F. Widener Pomona, Calif. "Takes yeast to raise dough to pay Fay."

3rd Prize \$10 G. F. Schuler Montreal, Can. "Can beigh-bo for me any day."

\$5.00 Prizes:

Herbert W. Jarand Outremont, Que., Can Mrs. M. R. Savauge Seaforth, Ont.

Miss Betty Douglas Toronto, Ont., Can.

Thomas Parry Verdun, F. Q., Can. Isla Entherland

Charles Anthony Low Toronto, Ont., Can. V. C. Barnett San Diego, Calif

Florence Arris San Francisco, Calif. Frank G. Davis Cleveland, Ohio

Every weak \$100 goes to the persons who submit the best last lines to the Jingles print-ed in Radio Guido. Why don't you try! Send your line on the compan printed below ar on a separate piece of paper or post card!

Another Jingle in Next Week's

THE RULES:

Each week outll further notice. Radie Guide will print an unfinished "Radio Jingle." You are invited to write the last line for the Jingle. Write anything you wish. The last line must rhyme with the first two lines.

2. Radio Gubie will gay \$100.00 in cash prizes each week for the best last line submitted for the Jingle published that week. (See Prize List below.)

You may send in as many anwers as you wist. Try to be clever. Originality will count. Neatness will count.

Mail your answers to "Jinglea." Radio Guide, 423 Plymouth Court, Chicago. Answers for this week's Jingle must be in by 10 A.M., Friday, August 31st. Winners will be an-nounced in Radio Guide as soon thereafter as possible.

5. This offer is open to everyone except empleyes of Radio Guide and their families. Answers will be judged by a committee appointed by Radio Guide. The committee's judgement will be final. In case of ties, duplicate awards will be given.

6. The use of the coupon in Radio Guide is suggested but not required. You may write your last line on the coupon or on a post card or on any other piece of paper. Radio Guide may be examined at its offices or at public libraries from.

THE PRIZES

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| lat | Priz | e | | | | | , | | | ia. | ie. | v. | | | | | | | | | \$25.00 | |

MAGAZINE OF PROGRAMS

CAN YOU WRITE A LAST LINE FOR THIS?



Three sisters named Boswell, one day Sang songs in a new sort of way. An announcer who heard, Said, "Now you take my word,

| Write your last lin | E HER |
|---------------------|-------|
|---------------------|-------|

NAME__

STREET ADDRESS____

___STATE___

JACK BENNY

As He Appears Under the

MIKEroscope

By Lee Mortimer

It never was the intention of Jack Benny to be the insouciant comedian whose subtle style has brought him national radio fame. By nature and experience he is a rapid-lire, or "patter," comedian. But ennui, brought on by constant futile auditioning for prospective sponsors, fostered the langorous type of presentation which has made him outstanding among the leading jesters of the day. He conceived the technique one day out of sheer boredom. It won him a contract, whereas his natural style had left him hors-de-combat. He wouldn't desert it now for any consideration.

had left him hors-de-combat. He wouldn't desert it now for any consideration.

Nor would he desert Mary Livingstone, his charming wife and stooge, who has been the icing on the Benny cake ever since Jack won his first commercial radio account.

Jack wasn't born "Benny." It's a trade name adopted when Jack decided that the stage was his metier. He decided that the family tag, Kubelsky, wouldn't drag the customers into a theater, He wanted them to come in and laugh—not stand out under the marquee and chuckle.

Vaudeville engagements, none too lucrative, followed his service hitch, but in a few years brighter engagements ensued. Then the movie magnates determined that Benny was just what the films needed. But it was in radio that Jack Benny found his natural outlet, and from an ordinary salary in pictures he has risen to an elevation where even the most extravagant sponsors have called strategy conferences in order to meet his terms.

Jack has none of the appearance of a comedian. In fact he has all the savoir-faire of a successful broker. At that he is a comedian only 30 minutes each week. The remaining 6690 waking moments find him a somber, businesslike sleuth, keen on the scent of any situation which he can turn into a gag, with the able help of his material prop and moral supporter. Harry Conn.

He plays a violin as would a beloved maestro,

Conn.

He plays a violin as would a beloved maestro.
Jack is five feet, ten and one-half inches tall and weighs around one hundred and eighty pounds. His clothes are meticulously selected; he wears them with a natural grace. He could give an Englishman cords and tweeds and beat him at his own game. His once dark hair has grayed almost completely, adding to his air of aristocracy and offering unimpeachable evidence of his torturous search for the elusive jest. The Bennys have no children, but both are extremely fond of them.

Jack was born on the shores of Lake Michigan in the year 1894 on a date later made auspicious in Chicago by one of the most dramatic crime stories in history, February 14th.

Radio Guide will place some celebrity Under the MIKE-toscope every week. Save the picture on this page. There will be 52 in a full set. This is the twentieth. You will get one picture a week for an entire year. To every person who sends to Radio Guide a complete collection of 52, will be given an album containing the entire group of photographs as reproduced here, the photographic reproduction will be in fine finish.

Start saving your series now. And watch for another celebrity Under the MIKEroscope in Radio Guide next week.





JACK BENNY



Was Antarctica Burned Up!

By Howard Wilcox

cause. For more years than I like to recall I've been taking my bath on Saturdays, and now I'm breaking the habit of a lifetime by taking my bath on a Wednesday—and practically in public, too! Tsk, tsk!"

And so the ukelele-strumming Knight of the

Tsk, tsk!"

And so the ukelele-strumming Knight of the Bath was escorted up to the roof of the building which houses the Columbia Broadcasting System, where he divested himself of his garments, stepped under a spraying shower and mournfully crooned "Singin" in the Rain" with all the gusto at his command. "Yippee!" gurgled Clifft. "What a glorious feeling under this nice, clean, refreshing water!"

Thousands of miles away, in the frozen wastes of the Antarctic, the members of the Byrd Expedition, who haven't taken a bath since early last winter, squirmed in their cootie-infested furs and swore softly.

swore softly.

It was self-invited punishment, however, for several weeks ago Commander Noville, in charge of the isolated Little America base, had wirelessed

a message requesting that a sound reel of civilization be broadcast to them. The boys at CBS gleefully went to it and doped out a diabolical series of events calculated to make the boys of the expedition burn in a 40-degree-below-zero temperature. Immediately after Cliff finished his libations, lovely Vera Van strode over to the mike and in her torchiest voice sang "Love, You Funny Thing" to aviation mechanic Ike Schlossbach, one of the bachelors of the expedition. "Good old Ike," moaned Vera. "Why don't'cha come up and see me sometime?" Saying which, she puckered her lips and threw a nice, resounding kiss at the mike. "Good old Ike" must have radiated enough heat waves to melt the icicles off his moustache when the kiss flashed through the Little America loudspeaker.

The special wires hummed for a second time, then the tinkling sound of glass and silverware permeated the mike. "Gentlemen," said one of the CBS teasers, "I am seated in the grill of the Hotel

St. Moritz, and the waiter has just brought me a golden-brown fried chicken, with nice crisp potatoes, carrots, peas, asparagus, coffee, and delicious apple pie. Listen!" (Followed by the business of crunching and sighs of evident delight.)

"Of course," continued the voice, "this can't begin to compare with your delicious can of corned beef hash and your hard tack, but it'll do in a pinch!"

The next pick-up point was the exterior and interior of one of the New York movie palaces. The barker shouted the theater's wares, to the accompaniment of the noises of Broadway. Then the microphone was switched to the interior of the house, where an announcer described the beautiful show girls and their costumes.

The boys at Columbia expects to get a radiogram from Commander Noville at the South Pole: STOP YOU'RE KILLING US STOP WE'RE COLD TO YOUR BROADCAST STOP TELL CLIFF TO SHUT OFF THAT SHOWER STOP HOPE THAT GUY CHOKES ON THAT CHICKEN STOP IN OTHER WORDS STOP STOP STOP!